

Modern LITHOGRAPHY

JUNE - 1952 • VOLUME 20 • NUMBER 6



Artist works in new Consolidated Lithographing Corp. Long Island Plant (See Page 5.)

In this issue

More Sales Through Better Copy • NALC and TAGA Reports
LNA Convention Program • Pictures of New Consolidated Plant

Permanent Brilliant Green Lake 248P-2

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were the first lithographic inks
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and are still leading
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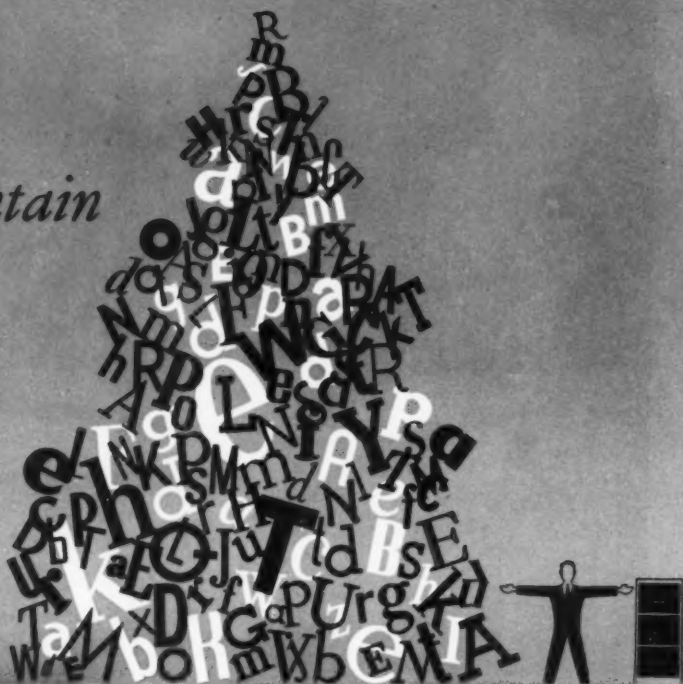
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MODERN LITHOGRAPHY, JUNE, 1952

No mountain
of metal
to store



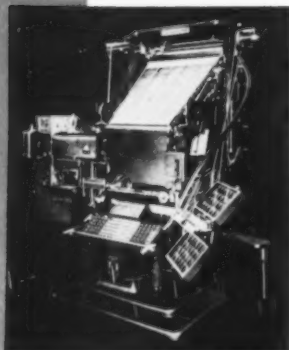
with
Fotosetter
composition

Why store a mountain of metal type when you can store film instead? Fotosetter photographic line composing machines set type *directly* on film from *stationary* character objects. Fotoset type on film eliminates lead in standing forms . . . saves valuable space. You can keep thousands of feet of Fotosetter film in a compact filing cabinet.

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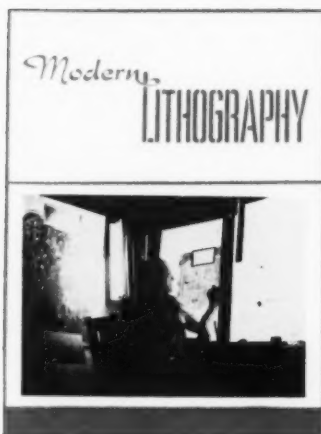
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THE COVER

Color correction in the new modern plant of Consolidated Lithographing Corp., Carle Place, Long Island, N.Y. For more scenes and information on the new plant, see page 36.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

VOLUME 20, NUMBER 6

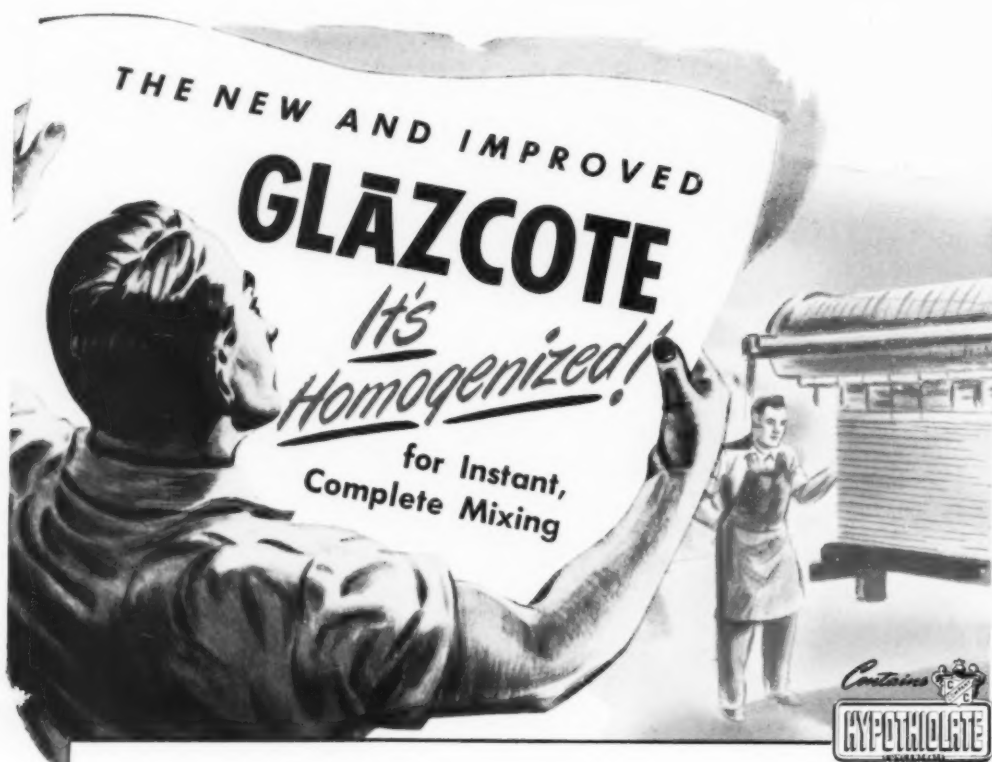
Reg. U. S. Pat. Office

JUNE, 1952

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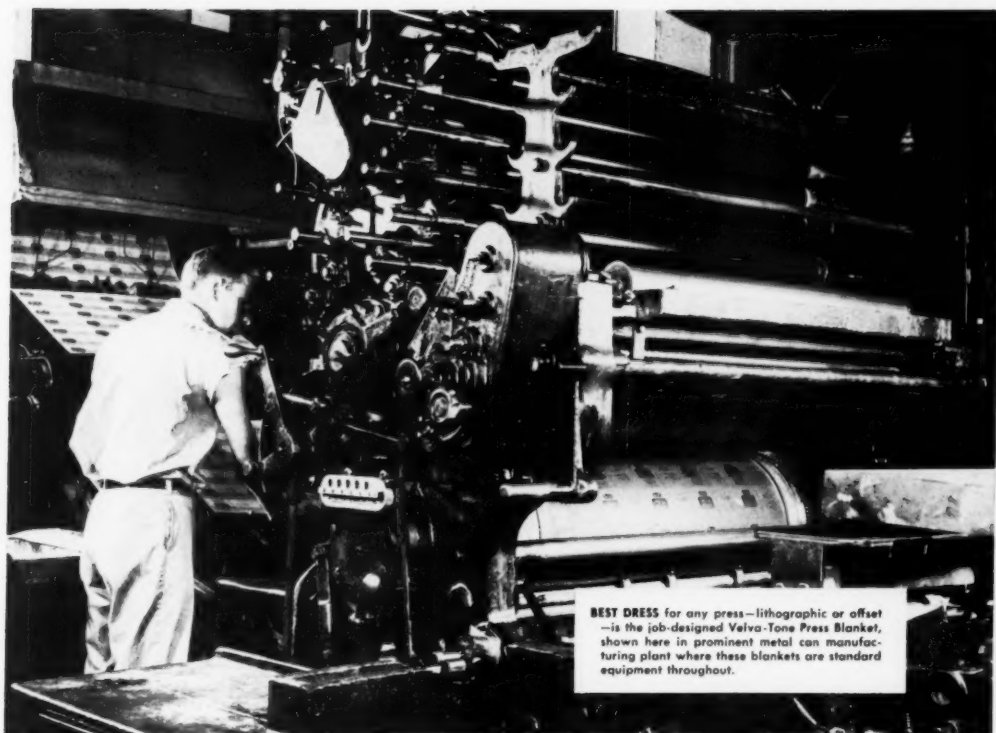
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MODERN LITHOGRAPHY, JUNE, 1952

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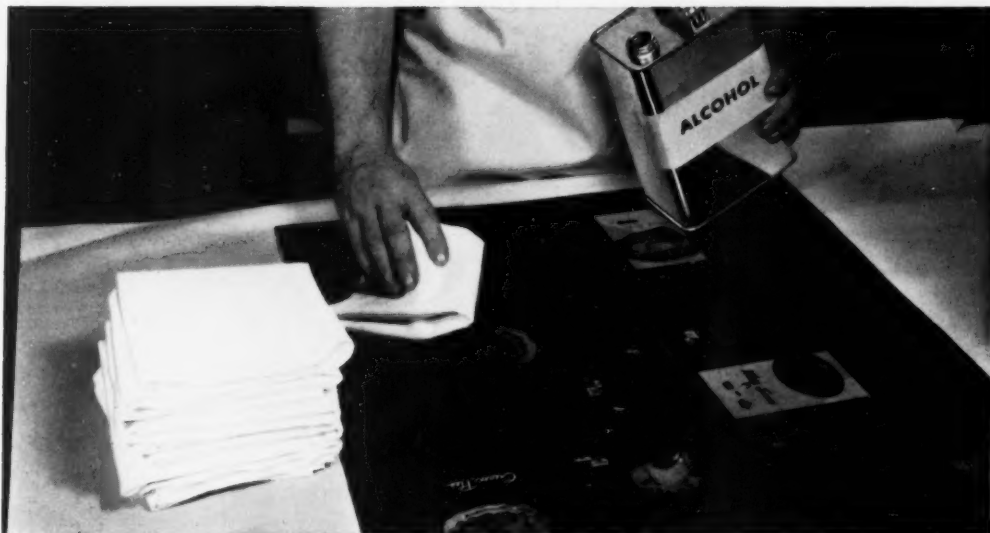
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2. Washing out gummed plates with Lithotine or turpentine.
3. Applying and wiping down thin asphaltum.
4. Applying deep-etch lacquer.
5. Applying developing ink or albumin on deep-etch plates.
6. Cleaning glass sides of vacuum frame.

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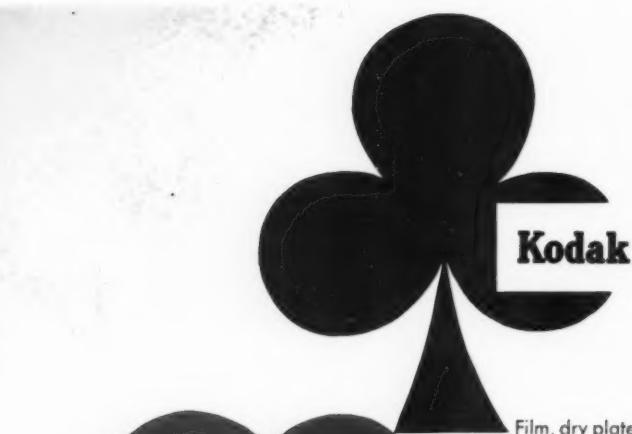
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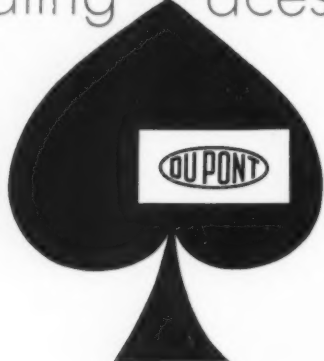
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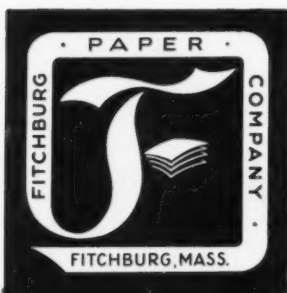
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Case History No. 3

JOB:

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200,000 copies, M.F. paper, economy
grade, deep etch zinc plates.

PROBLEM:

1. Excessive "picking" of paper.
2. Regular lithographic ink when souped up" sufficiently to run without "picking" resulted in scum.
3. Additional acid added to fountain caused "blinding" of plate and constant "make overs."

SOLUTION:

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the Ansco Man
has the
right answers!”**



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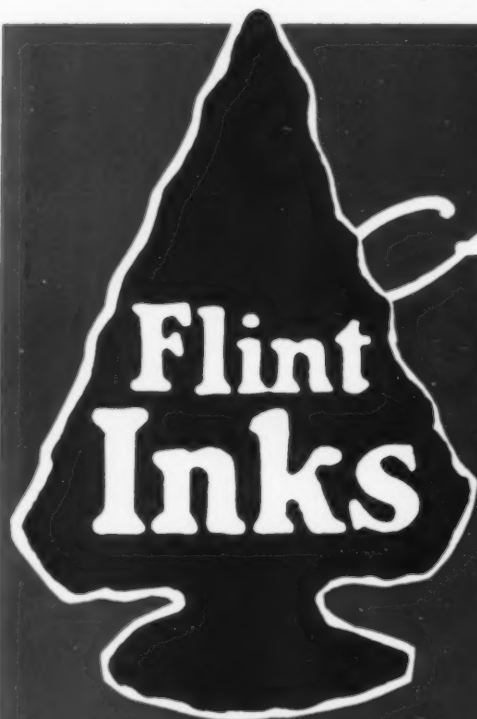
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MODERN LITHOGRAPHY, JUNE, 1952

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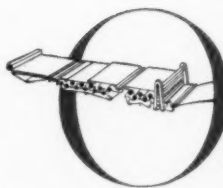


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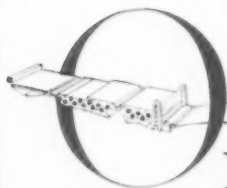
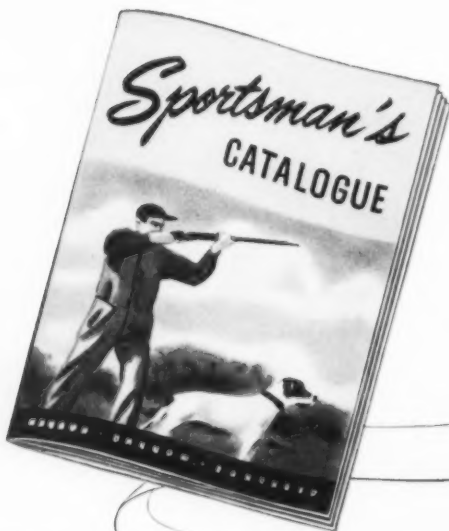
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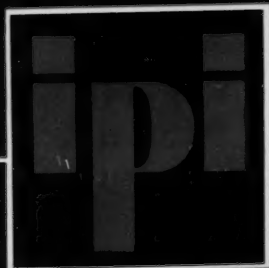
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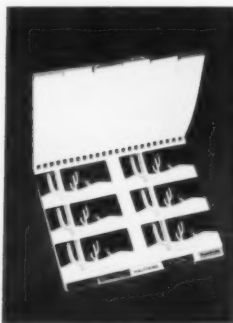


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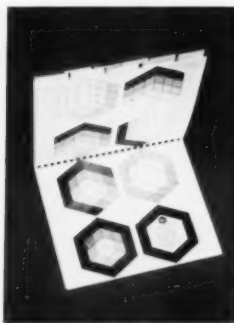
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Trade Events

Lithographers National Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va., June 10-12.

International Assn. of Printing House Craftsmen, annual convention, Jefferson Hotel, St. Louis, Aug. 10-13, 1952.

American Photoengravers Assn., annual convention and exhibit, Drake Hotel, Chicago, Oct. 6-8.

Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 13-16.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wyzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

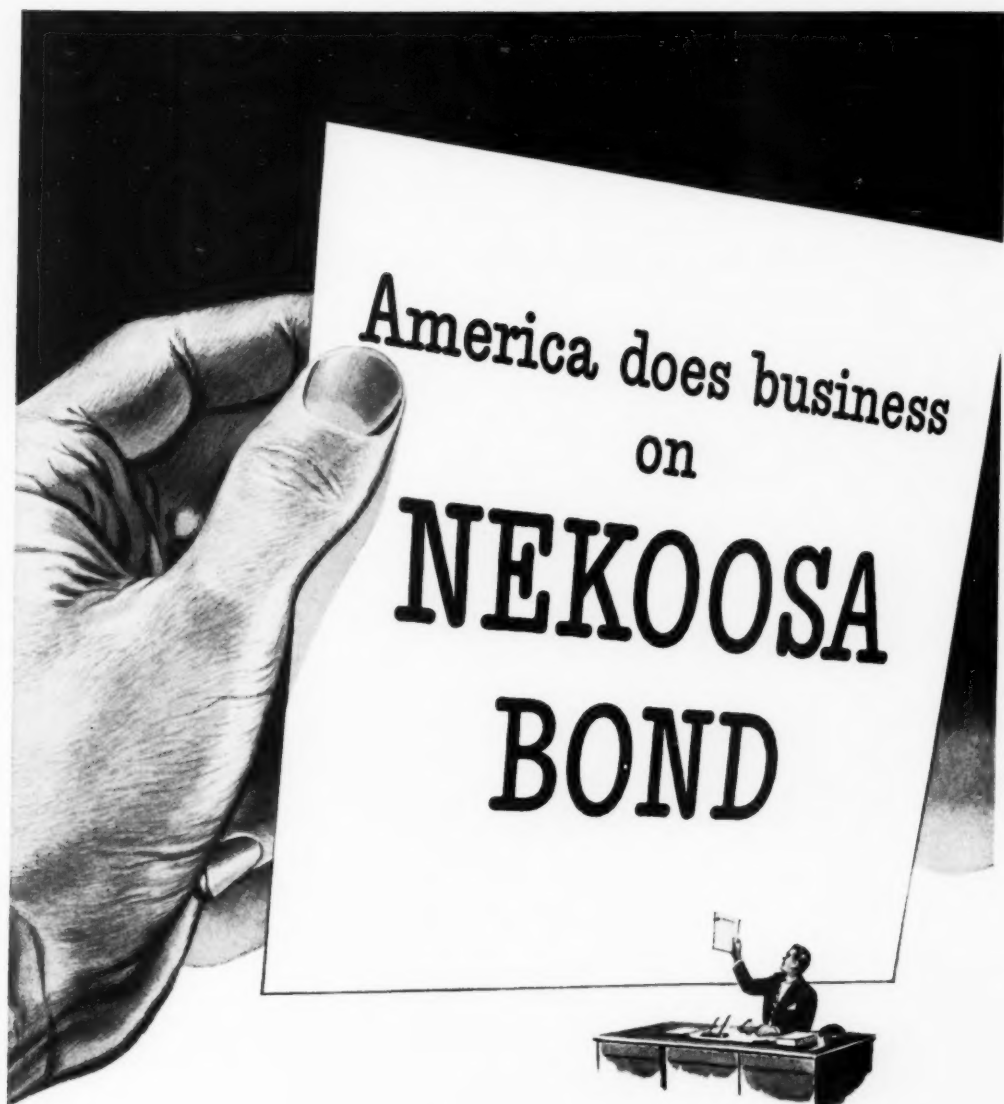
National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Joseph H. Winterburg, Sec'y.
622 Race St. Phila. 6, Pa.

Printing Industry of America
James H. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
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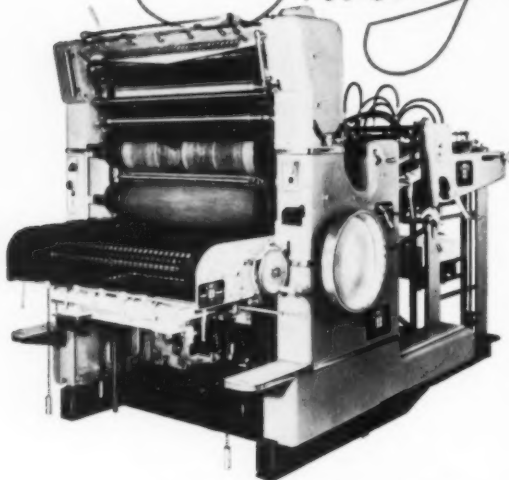
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Basic design consists of two straightedges,
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The benefits you would derive from membership in the NAPL are many. Here are some of the items which would be mailed to you as soon as we receive your signed application:

1. A 36-page book entitled "A Study of a Simplified Method for Building Budgeted Hourly Cost Rates in a Lithographic Plant." This book supplies a comprehensive analysis of hourly cost rates for each department or cost center, and should be of inestimable value to you.
2. A "Management Cost Control Manual." This loose-leaf, leather-bound, ledger contains 308 pages of editorial comment plus cost forms, typical journal entries, and financial statements. It is one of the NAPL's most important achievements.
3. A booklet showing the "Wage Scales and Working Conditions" covering the lithographic industry. This booklet enables you to compare job classifications, wages, hours, vacations, overtime and shift rates, holidays, and welfare plans for 46 lithographic centers.
4. A list of Trade Customs adopted by the NAPL, and two folders on Trade Precedents. These trade customs will help you to maintain good relations with your customers and protect you against costly misunderstandings. The trade precedents give you Court Decisions on ownership of lithographic plates and negatives, and color variation from the author's original drawings.
5. Periodic confidential bulletins, mailed out almost every week. They contain timely information on such vital matters as costs, taxes, labor, equipment, and other elements which are essential to the lithographic industry. Many of these bulletins carry information not available from any other source.
6. Complete reports mailed out periodically to keep you informed of prevailing labor conditions in lithographic plants throughout the country. What affects others in the form of hours, wages and plant conditions probably will affect your plant also.
7. We set up budgeted hourly rates and complete cost systems for those members who request this service.
8. We receive all kinds of requests for information from our members every day. From our vast store of information we usually can provide our members with answers promptly. Many of our members say that these answers greatly outweigh the nominal cost of membership in our Association.

Why not avail yourself of these NAPL services? This "must" information can be obtained at a very reasonable cost.

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a new **HIGH** in fast, uniform graining . . .

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PLANETARY MOVEMENT rides in trouble-free ball-bearing race (inset)—eliminates major source of breakdowns.

REINFORCED, ALL-STEEL TUB and rigid steel base stay level—result in more uniform graining.

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Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Drier No. 3 is the most practical dryer on the market today.

- ★ Quick drying without crystallization or chalking of ink.
- ★ Improves the lifting quality of inks, particularly on two and four color presses.
- ★ NON HARDENING of inks on distributing rollers.
- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
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- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
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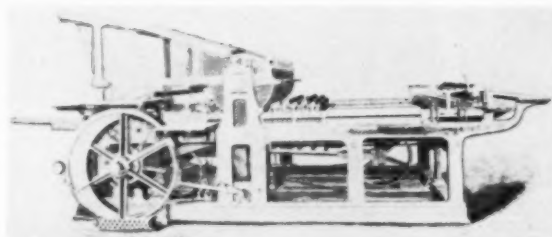
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This snappy steam litho press was the hottest thing in presses, in its day. But could it meet the demands of today's competitive market? We all know the answer.

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Benefits from a Buyers' Market

By E. W. Jackson

The Steck Company, Austin, Texas
President, Lithographers National Association



THE lithographic industry is probably one of the most sensitive barometers of the status of American business. A year ago some of us were still concerned about raw materials shortages due to the defense program; but even then there were beginning to be soft spots in our industry. Backlogs were disappearing, and price competition was beginning to come into the picture. But it was not until early 1952 that there began to be a general feeling outside the lithographic industry that we were having what a good many chose to call a "lull in inflation."

The lithographic industry realizes now that it is getting well into a buyer's market. Many in the industry welcome this situation. This buyer's market is welcomed because there are four areas in our industry that will benefit by increased competition.

Research will be stimulated. Technological improvements will improve the quality of our product and lower production costs.

A competitive market will necessitate sounder expansion and investment policies than we have generally practiced the last few years. A seller's market of long duration has doubtless brought about injudicious expansion and over-equipment in some areas of our industry. We need a buyer's market long enough for this equipment to find

economic markets for its output. The resourcefulness that will be used in finding such markets will discover new uses for lithography.

Fantastically unrealistic labor policies develop in a seller's market. Both labor and management live in a world of unrealities. Pay scales, working conditions, and fringe benefits are proposed and accepted with no consideration as to what benefits will accrue to the buyer of lithography. Yet he is the one who must pay for them. A buyer's market will require that both labor and management give full value for all they receive.

And finally, a buyer's market will keep us a thinking, imaginative, creative industry. We will be discovering and revealing to our customers needs they never knew they had. And we will be showing them how lithography can fill those needs.

The Lithographers National Association is and always has been as sensitive to lithographers' needs as the lithographic industry has been to the needs of American business. It is for that reason the theme of our 1952 Convention to be held at White Sulphur Springs, West Virginia, on June 10th, 11th and 12th, will be "Managing for Profit in the Lithographic Industry." Lithographers will have an unusual opportunity at that time to discuss ways and means of meeting successfully the challenge of a buyer's market.★★

Increasing Sales Through Better Copy Preparation

By H. C. Latimer

General Information Service
Lithographers National Association

UNDER the usual conditions found in commercial printing production, cost frequently plays an important part in planning the details of color, layout and illustration. Since lithographic salesmen usually solicit business involving illustration, and to a great extent color, the cost to the customer of the plates necessary by each of the two leading printing methods is important to the salesman, as well as to the buyer. Efficient selling calls for avoiding unnecessary plate costs and keeping such costs to a minimum consistent with the quality of work desired.

To the lithographic salesman this is an opportunity because his industry's method of estimating plate costs on a basis of *time*, rather than by a "scale," is less rigid and has fewer restrictions governing price benefits to the customer from the use of time-saving techniques resulting from methods of preparing copy for the camera. A close study of the photo-engraver's "scale" will be an eye-opener for many offset salesmen: the restrictions on same-focus copy for earning discounts, the extra charge for an outline halftone, the double scale that goes with combination halftone and line work, and triple scale for highlight halftones. Stripping and other charges are extra. An engraver sets his standard unit charge but he charges by the number of units shown on his scale for halftone size ordered. For electros, the equivalent of the

lithographer's multiple images, a similar "scale" is used for estimating costs and these increase uniformly with the size of the electro. With lithography, of course, the cost of multiples varies less according to size because usually the only cost variable is the spread of the "set-up" charge.*

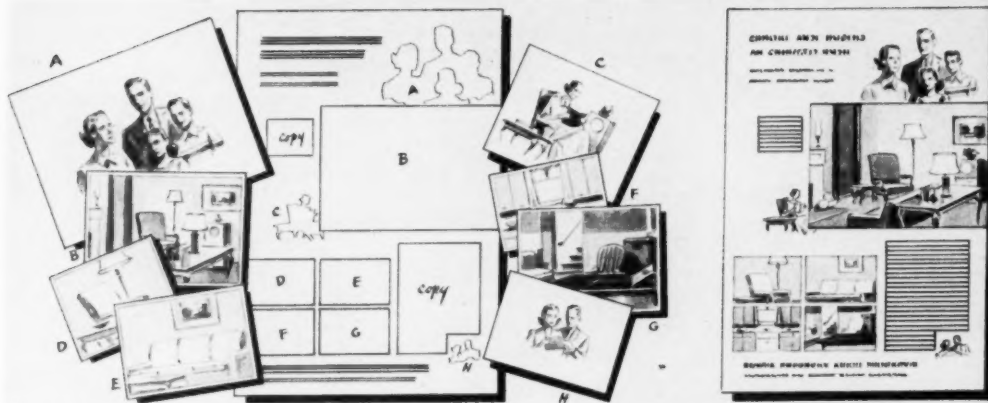
Many offset salesmen tend to avoid giving suggestions on copy preparation to new customers for fear that the uninformed will shy away from the process because they will be under the impression that a lot of special preparation of copy is a "must." Too often unnecessary costs result, and this fact later is disclosed to the customer when a competing salesman asks, "Why did you furnish copy in that form?—you missed a chance to save two or three hundred dollars on that job." It is not advisable to flood an uninformed customer with instructions on copy preparation—that will confuse him—but a few basic facts are desirable. Later some "how to" literature will be helpful to him and his production men. Photos of selected paste-ups can demonstrate how certain jobs were handled most economically from the standpoint of plate costs in your plant. The point to make is that where copy preparation for lithography is different than for photo-engraving, it is not because it is a "must" for the process, but that such differences are to *take advantage of the economies* in plate costs in the lithographic process due

to the basic differences in the methods of estimating these costs.

In a nut shell, copy for the lithographer is the same as for the photo-engraver when the text is to be part of the plate. The mechanical paste-up preferably is supplied as a complete unit (also helpful for client OK), or position and size of halftones is indicated to serve as a stripping guide for art and photos supplied as elements. So far the letterpress man is on familiar ground, letterpress production. It is in supplying art and photos in elements that he first misses a basic economy of the lithographic process, and it is natural that he should make this mistake, as we shall see.

Letterpress production men think of the economy of same-focus copy in terms of five or more small subjects, about 3½ inches square or less, because of the restrictions of the photo-engraver's scale (not over 132 units each, all of which will not require a flat larger than 14x17 inches). For halftones of larger size or for less than five subjects, there are no "scale" discounts if he supplies proportioned copy suitable for same-focus work. Naturally in planning for an offset job he proceeds as usual. The lithographer, of course, can use this copy, but the customer is not using the process efficiently.

* From LNA Sales Training Literature



Above, Left: Art work supplied in separate elements for the same job would require additional negative costs and related stripping charges, usually amounting to more than the cost of proportioned photo prints. At Right is a mechanical paste-

up for one-color work with art work and photos proportioned and positioned as a unit by means of photo prints. Here only one negative is required.

Below: For process color, tremendous savings are possible when only one set of color separations is necessary. Here is shown art work assembled on a "mechanical" by means of proportioned and positioned professional color prints. Original art work for this road map folder consisted of nine 4 x 4" Ektachromes, one 3 1/4 x 4 1/4", and eight 2 1/4 x 2 1/4";

five 35 mm. Kodachromes; and one 18 x 36" art piece. By proper handling, only one set of separations was made. This folder appears to be one of a series of Kentucky State folders which won an Honorable Mention in the First LNA Awards Competition. This job was in production last month.



Such a customer should be told early in the sales solicitation — preferably through informative literature as well as verbally—that the usual same-focus size and quantity restrictions do not apply in offset work, that as far as practical, copy supplied in elements should be proportioned so as few camera shots as

necessary will be needed. Any preparatory work he does to save the lithographer's time, saves him money on his plate costs, and thus it is well worth his trouble and expense. He can order art in proportioned sizes, he can crop in some cases, or he can proportion by use of photo prints. Today excellent reproduction photo

prints, both black-and-white and color, are used to proportion art, ranging from 35 mm Kodachromes to large paintings. Special copy preparation for offset is not a "must" because of the process—it is simply using the process efficiently to take

(Continued on Page 141)



Consolidated Litho Opens New Long Island Plant

THE new plant of Consolidated Lithographing Corp., located on Glen Cove Road and Voice Road, Carle Place, L. I. N. Y., was opened officially May 16 with a housewarming celebration appropriate to the size of the plant. Operations have been underway there since March when moving from the old plant in Brooklyn was completed.

Described as one of the most modern and efficient plants in the U. S. and the world, the new establishment provides 215,000 square feet of space, all on one floor, and is air conditioned and scientifically lighted throughout. It is planned and laid out for the most efficient production of labels, displays, and packaging materials.

The opening celebration marked the climax of four years of planning, designing, building and moving. In the new plant, Consolidated's facilities will be further expanded by the addition of still another new 4-color press and two 2-color presses. To facilitate rail shipments, a private rail-

road spur has been installed direct to the plant.

Before the first shovelful of earth was turned, the company consumed some 8,000 man-hours in the preliminary planning. Engineers and consultants toured nearly every major lithographing plant from coast to coast. Final layouts were drawn from a complete three-dimensional scale model that contained scale replicas of every piece of equipment, stationary and moving. In this way the efficiency of the layout was tested thoroughly before ground was broken for the new structure.

Actual construction began in November, 1950 and was completed in September, 1951. By March 13, 1952, the laborious job of moving complicated machinery and equipment from Brooklyn was finished.

During the seven month moving period, the factory maintained uninterrupted service to customers, maintaining production at never less than 75% of capacity. The company expressed pride that 650 of the 700

employees have made the move from Brooklyn to Long Island with Consolidated. The 50 girls, who for family or other reasons, could not make the move, were placed in good jobs by a special Consolidated employment service set up for that purpose.

The Consolidated employees, (83 have already celebrated their silver anniversary with the company) are delighted with the many improvements made possible by the new plant, the company reports. Excellent registry, increased production and minimum spoilage are insured by the air conditioning and humidity control in the departments for storage and processing of full sheets of paper. The water for air conditioning is furnished from Consolidated's own wells on the property, with shafts sunk a distance of 100 feet to what is considered one of the best water tables in the entire northeastern part of the United States. The specially designed lighting in the proving and press rooms simulates normal daylight so

that colors can be matched at every hour of the day or night.

The main press area, over 46,000 level square feet of heavy production equipment, has electrically controlled doors to insure perfect humidity control and proper temperature. Fibre Glass super heaters on the coating machines, adapted to Consolidated's specifications, have been installed for the running of special synthetic finishes, including Vinylite.

The new Consolidated Litho plant is a far cry from the first building, no longer standing, which was located at Greenwich and Morton Streets, New York City, where the founder J. A. Voice together with Oscar Pasbach and Samuel Kaufman origi-

nally set up shop in 1911. There, five flat bed lithographing presses and 50 employees concentrated on production of cigar bands and labels. Sam Kaufman died in 1912. In 1914, J. A. Voice, Oscar Pasbach and Henry Voice withdrew from the firm, bought the Julius Bien Company located at 12th Street and Sixth Avenue and renamed it Pasbach-Voice Lithographing Corp. In July of 1914, a young lad named Ralph Cole joined the firm as errand boy.

Between 1915 and 1919, after the new firm moved to the Zinn Building at Eleventh Avenue and 25th Street, it acquired the cigar label departments of National Lithographing Company and George Schmitt &

Company. Now needing larger quarters, the firm leased space in the Sackett & Wilhelms Lithographing Company building located at Grand Street and Morgan Avenue, Brooklyn. In 1926, Pasbach-Voice merged with William Steiner Sons & Company. Operations continued at the Brooklyn address but the name of the firm changed to Consolidated Lithographing Corporation. In 1929, the cigar band and label division of Heywood, Stasser & Voight (today R. R. Heywood & Company) was acquired. In 1930, American Lithographic Company (then the biggest factor in the cigar banding business)

(Continued on Page 129)

(Turn the page for more pictures)

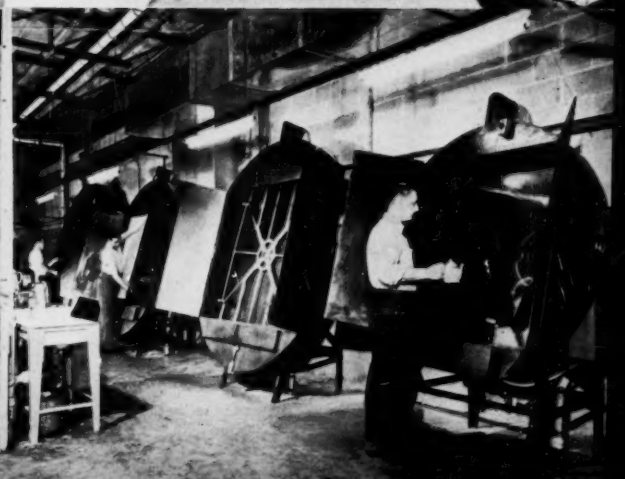
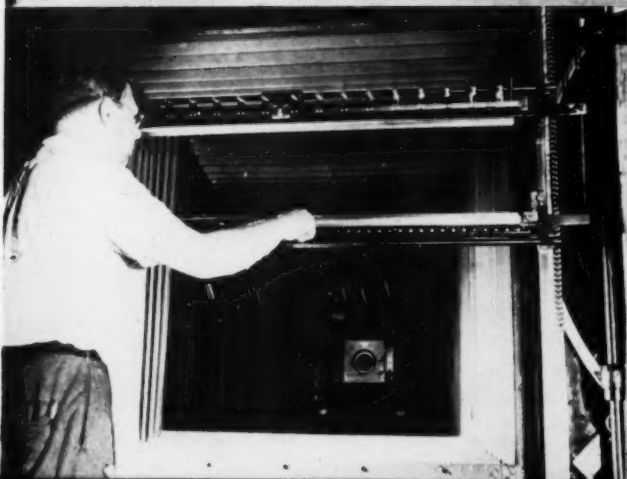
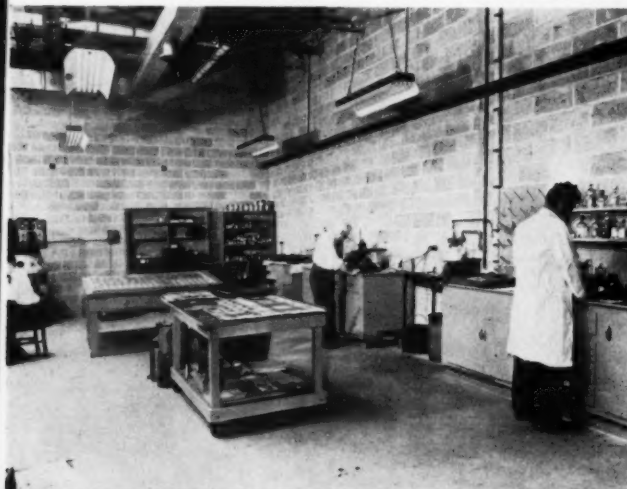
Top, left: In the laboratory all materials, such as papers, inks, gums, varnishes, bronzing powders, etc. are tested for uniformity and conformance with standards. Note the Fadeometer in left rear corner used for measuring ink's resistance to fade.

Top, right: The main press area in Consolidated's new plant contains 46,000 square feet and houses four press departments. Presses range from 1-color, 22 x 29" to 4-color 52 x 76" offset presses. One section is devoted to a battery of

direct rotary lithographing presses. Letterpresses and small size Miehle verticals for rush and accommodation jobs form a third department. Also in this room is the embossing department.

Lower, left: One of the 48" cameras in the photo and plate-making department.

Lower, right: The line-up of plate whirlers where aluminum and bi- and tri-metallic plates are sensitized.





Setting up one of the bronzers in the bronzing, dusting and calendering department of Consolidated Litho's new plant. Even the doors leading from one department to another in this modern new factory are powered to open or shut automatically at the flick of a switch.



Pressman inspects sheets from a 53 x 76" 4-color Miehle offset press. The press room in this new plant features scientific lighting designed to simulate normal daylight.



The gum and varnish department in the plant is a completely sealed off area designed for complete safety in the running of volatile varnishes and lacquers. Specially adapted "Fibre Glass super heaters" have been installed in some of the machinery for the running of certain synthetic finishes, including Vinylite, on labels, wraps and window displays.

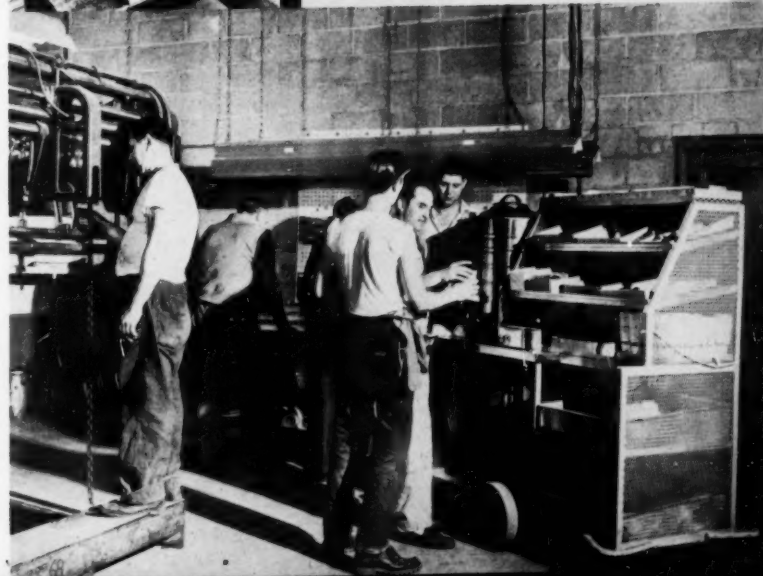
Three of Consolidated's nine embossing presses are shown here. Arranged side by side, these presses fill a quarter of the 46,000 square foot press room to constitute one of the largest embossing departments in the United States.



A corner of the cutting department is shown here. Hydraulic lifts are adjacent to the straight cutters and lay-up tables. These devices facilitate the handling of large skids of lithographed sheets and finished stock.



The fountain comes to the workers, 650 of them, twice a day, when this coffee and refreshment wagon makes the rounds in the new Consolidated Litho plant in Carle Place, Long Island.





Judge J. Raymond Tiffany, general counsel of the Natl. Assn. of Small Business Men and of the Book Mfrs. Institute, will discuss management problems of small business.



P. J. Bernard is director of personnel and safety of H. Wolff Book Manufacturing Co. of New York. Mr. Bernard will be a member of the panel discussing industrial relations.



"Meeting the Challenge of a Buyer's Market" will be the subject of a convention address by T. A. Dadianman. Mr. Dadianman is vice president of Printing Developments, Time Inc.

LNA Opens 47th Annual Convention; Speakers Drawn From Varied Fields

ALL was in readiness, early in June, for the 47th annual convention of the Lithographers National Association, being held June 10, 11, and 12 at the Greenbrier, White Sulphur Springs, W. Va. During May, further program items were announced, and only a few details remained to be decided early in June. The program, which appears on these pages, is centered around the theme "Managing for Profit in the Lithographic Industry."

A feature of the convention will be the first showing in the East of the award winners in the second annual Offset Lithography Awards Competition, sponsored by LNA. Other features will include golf on the Greenbrier courses, a tennis tournament, and a program for ladies attending, in addition to other recreational facilities offered by the hotel. A trip to a nearby paper mill also is planned.

Tuesday, June 10 MORNING

10:00 Welcome to Members and Guests
E. W. Jackson, President, LNA
LNA Organization and Program of Activities —
E. W. Jackson, President, LNA
W. Floyd Maxwell, Executive Director, LNA
Report of Nominating Committee —
Randolph T. Odo, Chairman
Problems of Management and the Small Business Man —
Judge J. Raymond Tiffany, New York
General Counsel, National Association of Small Business Men
General Counsel, Book Manufacturers' Institute Inc.

AFTERNOON

2:00 Annual Meeting
Manufacturing Bank Stationers Section of LNA —
L. B. Case, Chairman, and Vice-Pres.
Geo. D. Barnard Co., St. Louis, Mo.
In the President's Room
A hard-hitting program of exceptional interest has been arranged. Sales-building plans that have "produced" for Section members will be displayed and discussed in addition to committee reports on Section activities. New Section Executive Committee will be elected.

Non-member bank stationers are cordially invited to attend.

Wednesday, June 11 MORNING

9:30 National Survey of Lithographic Press Capacity —
W. Floyd Maxwell, Executive Director, LNA
Election of Directors
Meeting the Challenge of a Buyer's Market —
T. A. Dadianman, Vice President, Printing Developments, Inc., New York, N. Y.
Imaginative Sales Management —
John R. Sargent, Partner
Cresap, McCormick and Paget, New York, N. Y.

AFTERNOON

No Convention Session —
Open for Recreation
LNA Golf Tournament
Tennis Tournament
Trip to Paper Mill

Thursday, June 12 MORNING

9:30 Industrial Relations
Panel Discussion
M. H. O'Brien, Chairman
LNA General Counsel, New York
Members of Panel
J. A. McIntyre
Supervisor of Personnel, J. D. Woods and Gordon, Ltd., Toronto, Canada



Oliver F. Ash, Jr., a partner of Conner, Ash & Co., certified public accountants of St. Louis, will discuss "Practical Cost Control and How to Achieve it." This will be at the Thursday afternoon session.



William M. Winship, executive vice president of Brett Lithographing Co., Long Island City, N.Y., and president of the Lithographic Technical Foundation, will speak on "Lithographic Research Has Pair Off."

Below: An aerial view of the Greenbrier, White Sulphur Springs, West Virginia, where the three-day meeting is being held June 10-12. Lithographers from all sections of the country, LNA members and others, were expected.

George A. Mattson

Industrial Relations Director, LNA, New York, N. Y.

P. J. Bernard

Director of Personnel and Safety, H. Wolff Book Manufacturing Co., Inc., New York, N. Y.

Wade E. Griswold

Executive Director, Lithographic Technical Foundation, New York, N. Y.

"Organization and Implementation of a Sound Employee-Employer Relations Program — A Requisite to Efficient Management" — **J. A. McIntyre.**

"Safety — A Key Factor in Employee-Employer Relations" — **P. J. Bernard.**

"Education and Training—An Essential Function of Management" — **George A. Mattson and Wade E. Griswold.**

"Recent Developments in Labor Relations in the Lithographic Industry"—**George A. Mattson.**

Questions from the floor

AFTERNOON

Thursday, June 12

2:00 "Lithographic Research Has Paid Off in Improved Quality and Lowered Costs" —

W. M. Winship, President, Lithographic Technical Foundation, New York, N. Y., and Vice President, Brett Lithographing Co., Long Island City, N. Y.

"Practical Cost Control and How to Achieve It" —

Oliver F. Ash, Jr., Partner, Conner, Ash and Co., Certified Public Accountants, St. Louis, Mo.

"Power of Faith"

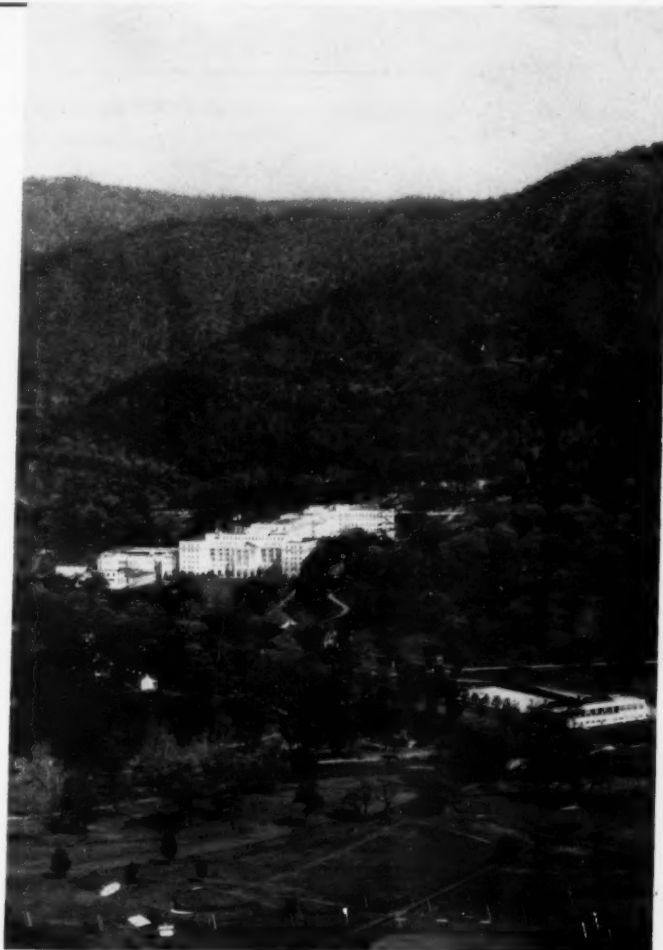
Dr. Louis Binstock, Rabbi, Temple Shalom, Chicago. Radio speaker, author.

6:30 P.M. PRESIDENT'S RECEPTION

Cocktails courtesy of The Suppliers Social Activities Committee.

7:45 P.M. ANNUAL DINNER and DANCE

Thru the courtesy of The Suppliers Social Activities Committee, there will also be Cocktail Parties on Tuesday and Wednesday evenings.



Offset Lithography Behind the Iron Curtain

By L. K. Straszewicz

**An Analysis of the Soviet Trade Magazine
Indicates a Retarded State-Owned Industry**

HOW is offset lithography being developed behind the Iron Curtain? Of course there is little communication between the Russian industry and our world, but the Russian monthly publication, *Graphic Trade*, provides a picture of the communist graphical industry. But first, what is the background? In the pre-Bolshevik days of Russia, in spite of the great wealth of the Russian empire, the graphic arts trades, as well as many basic trades, were far less developed than were those in Western Europe. Russia never built its own presses or equipment. It imported everything from the West, including craftsmen. During the revolution, the Bolsheviks massacred everybody who was suspected of being "bourgeois," and they annihilated the intelligentsia and well-situated craftsmen.

In the thirties, Russia made efforts to build the industry with the help of the remnants of the old craftsmen, half-educated youths, and foreign instructors. The Russians planned to be self-sufficient. They

started to build printing presses modeled after foreign makes. Thanks to the German instructors, they were able to build an old Linotype model, however it was very inferior to those built by foreigners.

The second World War brought to Russia enormous losses in the industry and among the population. The *Graphic Trade* (January, 1946, page 2) estimates that Russia lost 400 Linotypes, 90 rotary presses, 1800 letterpresses, and 1500 Gordon presses. From succeeding issues of the magazine it can be deduced that those losses were covered by the presses brought en masse from Germany. Also from Germany, the Russians took by force a large number of technical men. The superior German equipment immediately gave some results in production, but the results were not quite so important as had been planned. The reason was the lack of basic materials and auxiliary equipment, and the difficulties encountered by the German craftsman in working with the primitive techniques used in Russia.

In Soviet Russia, the newer methods theoretically are enforced by orders, but they are not so easily adopted since the personnel is not educated. Most difficulty is encountered with the replacement of machine parts. (The parts for Linotypes and Linotype matrices produced in Russia do not fit the Linotypes brought from Germany, nor even those produced in Russia before the war.) They also have trouble in supplying the graphic industry with photographic film, offset zinc plates (produced in quantity before the war in Poland), chemicals, offset inks, etc. Another problem, probably the biggest, is with rubber articles such as blankets and rollers for offset.

Despite the fact that Russia has tremendous wealth in forests, the lack of paper is another one of the big problems.

After a study of the material in my possession, I've come to the conclusion that the biggest obstacle in the path of normal expansion of the Soviet industry is the over-abundance



The author is shown here (left) with Mr. K. Chybinski of Thomas De La Rue & Co., Ltd., London. L. K. Straszewicz attended universities in Poland and France, and took graphic arts technical training in a trade school in Vienna, Austria. He worked with various types of printing equipment in Leipzig, Germany, and later further developed his knowledge in Poland, France and the U. S. His lithographic plant in Warsaw, Poland, employed 250 persons, and was one of the best in Europe. In 1945 communists seized his plant, and Mr. Straszewicz fled.

Prior to the Russian grab of Poland, Mr. Straszewicz's offset reproductions had won a gold medal at the Polish National Exhibition. He received other honors, and in 1931 had an exhibit of art reproductions on display at the Museum of Art in Brooklyn, N. Y. He developed techniques with deep etch plates and prepared a paper for the Polish government on protecting bank notes from forgery.

At present he is managing director of the High Point Offset Corp., Detroit, and is a consultant for the National Carbon Coated Paper Co., Sturgis, Mich.

of bureaucracy, to a degree absolutely unbelievable. Here are a few examples:

For 100,000 workers in the graphic industry there are 60,000 officials supervising the trade.

Each job in a printing shop must be written up in detail in a mass of red tape, and then controlled by special orders in every phase of production. Everything must be done in accordance with the strict government regulations which are thousands in number for each specific type of printing. The orders dictate what kind and size of type should be used, the kind of ink and paper, and what quantity of copies is permitted. All these restrictions affect even the scientific books and literature. There also exists a special regulation covering the proportion of pictures to be found in a book. This proportion is different according to the subject of the book. An historical book is allowed a different picture area than, let us say, a biological or chemical book.

It should be remembered that the

whole Russian industry, the big plants as well as the small shops, are nationalized. They call them government or cooperative shops (of course, the cooperatives belong to the State). Management is appointed by the government, and the personnel is not permitted to change the work or employment. Permission for a change of work may be obtained only when it agrees with the interest of the State. Personal reasons mean very little. Theoretically, a worker is paid by the hour, but in reality it is different. Each worker must complete a given amount of work within the standard recorded time allowed for the job, and he is paid, not for the actual time, but for the time allowed to him. For instance: If the allowed time is ten hours and he finishes the job in nine hours, he would be paid for the full allowed ten hours, and vice versa. But, as the time norms are established by so-called "stachanov" record workers, they are, as a rule, beyond the average worker's efficiency.

The policy of the Soviet govern-

ment is to obtain, by all means, the highest production in all branches of the national industries. In that respect they grant all favors to the "stachanov" workers who are much higher paid, have rights to the better dwellings, and the privilege of buying in the exclusive, better stocked stores. The purpose of this favorable distinction is to create a general desire to become, through more efficient production, a "stachanov" worker and get all the advantages attached to that class.

Every detail in a printing shop must adhere to some regulation which is controlled and stated in writing by a special commission.

In reality, the work of the 100,000 graphic industry employees is divided between actual production and bureaucratic tasks. As an example, let's take the regulation governing the repairing of a press.

The press can be repaired only after a prescribed number of working hours, and for each type of press to be repaired, a special number of hours are set, the number of craftsmen needed to make the repair, and the number of hours each craftsman must work on the repair job. In a case where a press needs a repair before performing the required number of hours, a statement is required from the commission in writing. In many cases the time spent by the commission in writing up the request for the repair job is much longer than the time to be spent in actual repair.

It is characteristic in Russia to have strict control over the human worker. At the same time there is great laxity in the number of controls. The controls are far too expensive in time when compared with the results they give. For example, the instruction allows only one percent of waste for the entire production of a book of 25,000 copies, and the management was very much upset by the fact that in some instances, the waste was exceeded by 30 sheets of paper (in a run of 25,000 sheets). In another case, there was a shortage of one-half percent for the entire

(Continued on Page 137)



Litho Clubs Plan Intensified Program; Elect Maguire

A SOMEWHAT intensified program of service to members, expected to be made possible through the enlargement of the voluntary staff of the executive secretary, was projected for the next twelve months by the National Assn. of Litho Clubs at its annual convention held in Philadelphia, May 16 and 17. The meeting, held in the Benjamin Franklin Hotel, was well-attended, with a registration figure of about 350.

John F. Maguire, Offset Engravers Associates, New York, was elected president of the NALC, succeeding Anthony Capello, Jos. Hoover & Sons Co., Philadelphia. Other officers of the NALC are first vice president Andrew Balika, Copifery Lithograph Corp., Cleveland; second vice president Jack Blades, Acacia Mutual Life Insurance Co., Washington; executive secretary: Angelo Pustorino, Daniel Murphy & Co., New York; and, treasurer: W. O. Morgan,

Chicago Lithographic Institute, Chicago. Mr. Pustorino, who succeeds Joseph H. Winterburg, Phillips & Jacobs, Philadelphia, in the secretary's office, will have two voluntary assistants. They are Sol D'Alessandro, Horn & Norris, Inc., Cleveland, who will handle promotional matters; and Herbert L. Borden, Hub Offset Co., Boston, who will have charge of publishing the "Image", NALC organ. The delegates decided to set up the secretary's office with two assistants in order to relieve the secretary from some of the many duties, and to make possible a broader program of activity.

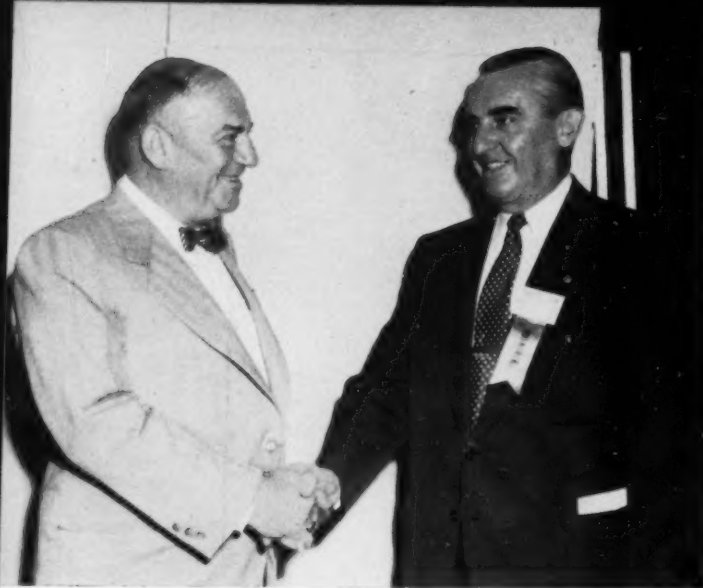
A more active national program is being worked out for the next year. The new president is to report plans to the member clubs by September 1, and is to make a further progress report on January 1. Up-to-date club mailing lists are to be kept by the national association, and a clearing house of local club program informa-

tion also will be maintained. An arrangement also is to be worked out with the Lithographic Technical Foundation so that technical information may be distributed through the NALC to members. The "Image", issued periodically, also will be revised somewhat to carry more news of local club activities, it was indicated.

Other convention business included the admission of the Quebec Litho Club, with headquarters in Montreal, to membership in the association. This is the second Canadian Litho Club to join the group, and brings the total of clubs to 19.

It was decided to hold next year's convention in the Statler Hotel, Detroit, May 8 and 9, and the 1954 convention will be held in New York.

Most of the Friday session of the two-day Philadelphia meeting was devoted to problems of business while most of Saturday's program consisted of a question and answer session.



Opposite page, L to R: New officers, Jack Maguire, New York, president; Andy Balika, Cleveland, first vice president; Jack Blades, Washington, second vice president; Angelo Pustorino, New

York, executive secretary; and W. O. Morgan, Chicago, treasurer. Above: Retiring president Anthony Capello, Philadelphia, congratulates president-elect Maguire during the Philadelphia convention.

At the Friday luncheon, Frank Preucil, color reproduction specialist of the Chicago Rotoprint Co., discussed "Standardization in Color Procedures." He emphasized that "if you are thinking of staying in color printing, you should be thinking of means of standardizing the process." He spoke in terms of standardization within a plant, as well as across the industry. In the rotogravure plant where he is employed, Mr. Preucil said, there are 21 photographers and some 80 retouchers. The plant has four pages of written standard practices, mostly in terms of densitometer controls.

He declared that before the industry can adopt any standardization of color procedures, the fundamentals of color must be understood better. Men working in one phase of production should understand exactly what they are doing in relation to other steps in the process, he said. "The way the ink goes on the paper is the concern of the cameraman," he added. He discussed three-color printing, and said that the new Eastman Ektalith color process, introduced in Cleveland at the meeting of the Technical Assn. of the Graphic Arts, probably would have an important place in the industry.

Mr. Preucil said that masking was most important in the way it controls blacks and grays. Also, masking must be adjusted to the paper surface, and whether printing of the colors is to be wet or dry is important. The purity of the inks can be standardized also, and color samples on all kinds of stocks should be at hand.

On Friday evening the men and women at the convention were guests at a cocktail party and reception, and on Saturday another luncheon was held. The speaker there was Dr. Roy K. Marshall, who conducts radio and television programs. His subject "The Nature of Things", covering astronomy and natural history subjects in a popular tone, provided a change of pace, and was well received.

The Saturday quiz session was presided over by Joseph Mazzaferri, Colorcraft Lithoplate Co., Philadelphia. Panel members were Harold Annis, Oxford Paper Co., New York; Andrew Balika, Copifyer Lithograph Corp., Cleveland; Robert J. Butler, C. O. Monk, Inc., Baltimore; Dr. Anthony George, Sinclair & Valentine Co., New York; A. D. (Pat) Kirkpatrick, Rapid Roller Co., New York; Walter Kaiser, Edward Stern & Co., Philadelphia; Albert Materazzi, Aeronautical Chart Service, Washington; and J. Leonard Starkey, Edward Stern & Co., Philadelphia.

The first question led off a discussion on the reasons for the piling of paper coating on a press blanket. When this condition appears, water

Quiz panel members, L to R: Harold Annis, Oxford Paper Co., New York; Walter Kaiser and Len Starkey, Edward Stern & Co., Philadelphia; moderator Joseph Mazzaferri, Colorcraft Lithoplate Co., Philadelphia; Andy Balika, Copifyer Litho-

graph Corp., Cleveland; A. D. Kirkpatrick, Rapid Roller Co., New York; Robert J. Butler, C. O. Monk, Inc., Baltimore; Dr. Anthony George, Sinclair & Valentine Co., New York; and Albert Materazzi, Aeronautical Chart Service, Washington.



1. Frank Preucil, Chicago Rotoprint Co., speaks on color;
 2. Frank Petersen, Cincinnati, reads treasurer's report. 3. Convention chairman and retiring NALC secretary Joe Winterburg, and Andy Given, both of Philadelphia. 4. Charles F. Clerkin, New Haven, Robert Ervin, Meriden, and Robert S. Davidson, Hartford, all of Connecticut Valley Club. 5. Norman J. Miller, Erwin Stoetzer and Joe Masura, Detroit. 6. Jim Beldotte, Herbert Borden and Frank H. Morrow, Boston. 7. From Rochester: Don Schnaus and Harold Rechin. 8. Fred

J. Diegelmann, Robert Russell and Jack Blades, Washington. 9. Ted Williams, Russell Smith and Frank Miller, Cincinnati. 10. From Canada: James O'Connor, Quebec, and Mr. and Mrs. Max Lamb, Mr. and Mrs. Vince Black, and Mr. and Mrs. Gay Matthews, all of Ontario. 11. Gus Trabing and Arch Scott, Baltimore. 12. Pete Coia, Emil Jacobs, Walter Blattenberger, convention co-chairman, and Harold Jaques, Philadelphia Club. 13. Pete Brogle, Roy Tenge and Rudy Bartz, Milwaukee.





14. Chicagoans Jim Spevacek, W. O. Morgan and Elton Baker. 15. Frank Kempf, Louis Reiman and Joe Ferrigno, Baltimore, and Charles Perrone, New York. 16. Tom Bowden, Baltimore, Bill Jensen and Joe Reynolds, of Philadelphia. 17. Two Philadelphians: John Dieterle and James Sparks. 18. Pete Rice, New York. 19. Hanson Hoen and B. J. Byrnes both of Baltimore. 20. William H. MacFarland, Philadelphia's professional Ben Franklin who lent atmosphere to the convention. 21.

John McMaster, Rochester; Frank Preucil, Chicago; Phil Shakespeare, Boston; and Joe Hickey, Philadelphia. 22. M. A. Duplinski, Dayton; and Mr. and Mrs. James J. Murray, Chicago. 23. Russell K. Johnson and Les Farrell, Philadelphia, handling registrations. 24. William Zabel, Jr., Len Starkey, Randy Brodersen, Ray Blattenberger, and Joseph Mazzaferri, all of Philadelphia.

should be run at a minimum, and ink tack should be reduced. There also are newer types of blankets which help when coated or cast coated papers are run. Inks of high tinctorial strength also help, as a thinner ink film will suffice.

On the subject of press dampening improvements, dry offset was discussed. An arrangement whereby water

is fed to the plates through the same series of rollers which carry the ink was described as successful on small presses, and on one type of German press.

A discussion of color correction followed, and it was emphasized that a great deal of effort is being spent at present on development of electronic devices for color separation and

correction. The consensus was that a high order of craftsmanship always will be needed, and that the customers' requirements always will make it necessary to revise color work in ways which cannot be done automatically. It was agreed, however, that a higher degree of standardization is needed in the industry.

The new vinyl lacquers offer



25. NALC's first president, Alfred Rossotti, New York. 26. Harry A. Porter, Cleveland, and Ralph Randall, Philadelphia. 27. Mr. and Mrs. Larry Littmann, Baltimore; Fred Adame, and Walter Bruehs, New York. 28. Mr. and Mrs. Ted Broadston, and Walter Lynch of New York; James Murray, Chicago; and Frank Wishy, Baltimore. 29. William Newman and William R. Murray, Phila-

delphia. 30. Herman Britz, Philadelphia; Mr. and Mrs. Ted Makarius, and Michael Annick, of New York; and Joseph Mazzalferri, Philadelphia. 31. Tom Lawler, Rochester; Ben Nilles, Chicago; Ralph Rogers, A. D. Kirkpatrick, and John Begley, New York.

greater protection to the plate image during makeready on the press, it was said. They also stand up better under severe punishment, and offer longer plate life. For long run work, however, the multi-metal plates offer much longer life, the panel men said.

Types of paper suitable for reproduction proofs were discussed. Edward Stern & Co. uses a special dull coated stock for this purpose, it was said.

A tip for plate exposure where uneven flats, with extra thicknesses of paper or tape are involved, was given. A sheet of clear film placed over the negative in the vacuum frame helps in the over-all contact.

During the morning session, Wil-

liam C. Huebner, Huebner Laboratories, Mamaroneck, N. Y., was introduced, and gave a short report on a "color cancellator" device, which he described as a prismatic color illuminator for transparent color copy. It removes unwanted color through a process utilizing controlled spectral light. It is to be built on order only, he said.

The convention was brought to a close during the small hours Sunday morning following the Saturday evening banquet. Dinner, floor show and dancing filled out the evening. The new NALC officers were introduced. Engrossed resolutions were presented to retiring president Capello, and to Mr. Winterburg, retiring secretary

and Philadelphia convention chairman.

During the two days an exhibit in the hotel showed examples of color lithography produced by many plants in the Philadelphia area. Also during the convention a graphic arts exhibit was open at Philadelphia's American Museum of Photography. Dr. Louis Walton Siple, museum director, addressed the group at one session, and extended an invitation to come to the exhibit which is to remain open for several weeks.

Ladies attending the convention were taken on a tour of historic and other points of interest in Philadelphia, and also had a luncheon and card party.★★

TECHNICAL SECTION

Improved Methods of Color Reproduction Reported at TAGA Meeting; McMaster Elected

TECHNICAL papers indicating a closer approach to faster and cheaper means of color reproduction in all branches of the graphic arts were presented at the fourth annual meeting of the Technical Assn. of the Graphic Arts, in the Carter Hotel, Cleveland, May 5-7. Papers also covered a wide range of other graphic arts phases, including dry offset, quality control, and studies in paper, ink and sensitivity.

The meeting had a registration of 200, a substantial increase over the meeting held last year in Columbus. In 1953 the meeting is to be held in Washington, D. C.

TAGA elected John McMaster, graphic arts sales division, Eastman Kodak Co., Rochester, as its president, to succeed Paul W. Dorst, Cincinnati consultant. Richard F. Shaffer, New York consultant, was elected first vice president; G. L. Erikson,

The Braden Sutphin Ink Co., Cleveland, was elected second vice president; and Dr. Paul J. Hartsuch, Printing Ink Div., Interchemical Corp., Chicago, was re-elected secretary-treasurer.

Robert E. Rossell, who was elected as a new member of the board, also was named chairman of the committee to make arrangements in Washington for next year's meeting. Other members continuing on the board in-

1. Paul Hartsuch, IPI, Chicago, TAGA Secy.; G. L. Erikson, Braden Sutphin Ink Co., Cleveland, convention chairman; John McMaster, Eastman Kodak Co., Rochester, new TAGA president; and C. H. Van Dusen, Addressograph-Multi-graph, Cleveland. 2. "Dr. Ludwig Heim-enopper" delivering his treatise. Sans

whiskers and make-up he was identified as Herbert Leedy, Harris-Seybold Co., Cleveland. 3. Frank A. Myers, Copiflyer Lithograph Corp., Cleveland, and Paul W. Dorst, Cincinnati, retiring TAGA president. 4. Frank Preucil, Chicago Rotoprint Co., papers chairman; Michael H. Bruno, Lithographic Techni-

cal Foundation, Chicago; and R. M. Schaffert, Battelle Memorial Institute, Columbus. 5. Stuart Hollford and Herbert Leedy, Harris-Seybold Co., Cleveland; and Reg German, Atlanta Lithograph Co. 6. Leo Cahn, Consolidated Litho; Robert F. Reed, LTF; and Louis Pollner, Consolidated Litho, Carle Place, N. Y.



clude Mr. Dorst, and Frank A. Myers, Copifyer Lithograph Corp., Cleveland. Mr. Shaffer is program chairman for next year.

Secretary Hartsuch reported in the business session that TAGA now has about 250 members, including 28 who joined during the meeting. The

organization was incorporated in the state of Illinois during the past year, and a directory of members is to be issued soon. The board of directors

7. Don Anderson and Walter W. Roehr, Kimberly-Clark Corp., Neenah, Wis.; and Charles Shapiro, LTF. 8. Larry Kussow, Kimberly-Clark; B. L. Wehmhoff, West Virginia Pulp & Paper Co.; Chester W. Stupp, Oxford Paper Co.; Bill Chopin, Kimberly-Clark; and Chuck Morton, West Virginia. 9. John Skahill, Roberts & Porter, Inc., Chicago, and Stuart Holford, Harris-Seybold. 10. Frank E. Smith, General Motors Corp. Printing Div., Detroit, and Jack J. Dougherty, Roberts & Porter, Cincinnati. 11. Dave Johnson, Eastman Kodak Co., Rochester,

and Marvin Rogers, R. R. Donnelley & Sons Co., Chicago. 12. Donald Macaulay, Paper Quality Control, Chappaqua, N. Y.; W. D. Hall, Folding Paper Box Assn., Chicago; and A. P. Reynolds, S. D. Warren Co., Cumberland Mills, Maine.

13. Robert Lefebvre, GPO, Washington, and Howell Lee, ATF-Webendorfer, Mt. Vernon, N. Y. 14. Russell Waddell, Harris-Seybold Co., Cleveland. 15. Chester F. Carlson, Haloid Co., Rochester, N. Y. 16. David M. Cumming, Rochester Institute of Technology; Donald C.

Gresham, McCorquodale & Co., Ltd., London; and William Hogg, Wm. Thyne, Ltd., Edinburgh, Scotland. 17. Norman A. Mack, Mack Associates, Chicago; Robert E. Rossell, Engineer Research & Development Laboratories, Ft. Belvoir, Va.; and Clarence Ryan, Jr., Colloid Lithoplate Co., Chicago. 18. M. E. Oliphant and H. L. McWhorter, Goss Printing Press Co. 19. Vincent Hall, Printing Developments, Time, Inc.; George Wilhelm, Rand, McNally & Co., Chicago; and Charles G. Barkley, Printing Developments, Time.



also adopted a policy of withholding from the trade press the papers presented this year until they have been published in the annual proceedings of TAGA.

The first two days of the meeting were devoted to presentation of 16 papers, abstracts of which were published here in April. The annual banquet was held Monday evening, May 5, with Louis B. Seltzer, editor of the *Cleveland Press*, speaking on "Is This the Year of Decision?" He charged that Americans in general are now "plucking the fruits of democracy," but nobody is nurturing its roots." He declared that there has never been so much mediocrity and dishonesty among public officials as there is now, but he blamed people's negligence. What happens in Washington and in the lesser governments at state and local levels is a reflection of the people themselves, he stated, as he called for more intensive interest among citizens in their responsibilities.

On the evening of May 6, the group went in chartered buses to the Harris-Seybold Co. plant, where the men visited the chemical and experimental laboratories, erection floor and other parts of the big plant. Supper was served in the company cafeteria, and the visitors were welcomed by Harry A. Porter, vice president in charge of sales, and Ray Spiller, chief engineer.

The third day was devoted to trips to General Electric Company's Lighting Institute at Nela Park, the Case observatory where a 36" Schmidt reflecting telescope was on display, and to the plant of Copiflyer Lithograph Corp.

During the Nela Park visit, two GE engineers addressed the group on lighting problems connected with the graphic arts. They were R. E. Farnham and E. A. Lindsay. These talks covered general plant lighting, copy-board illumination, vacuum frame lights, color separation by the use of colored fluorescent light sources, and color proof viewing under complementary colored light.

Considerable interest was shown in the papers given during the regular

TAGA sessions which pointed toward faster and cheaper ways of reproducing color. John S. Odell, Radio Corp. of America, disclosed details of the RCA color correction scanner, an experimental model of which is now in use at the RCA laboratories in Camden, N. J. This is a further development of the device worked out by Wurzburg and Hardy of Interchemical Corp., and MIT. With the device, separations are made in the camera in the normal way, then are color corrected by scanning and electronic computations by the machine. The ink and paper to be used in the reproduction are introduced into the computations and are compensated for in the correction. Negatives from 8 x 10 to 11 x 14" can be scanned in 10 minutes. Scanning is now done electronically rather than mechanically. Commercial instruments are now being built and are to be in use in the laboratory by the end of this year Mr. Odell said.

Dr. Henry G. Staehle of the Eastman Kodak Laboratories, described an experimental color reproduction system, using offset lithography, designed especially for press runs of from 1000 to 5000.

Dr. Staehle said the new system, developed as a part of Eastman Kodak Company's graphic arts research program, would make color available to many publications in scientific, medical and similar fields where color illustrations are very important, but where short press runs of only a few thousand copies are the rule.

According to Dr. Staehle, the experimental process departs from conventional offset color printing methods in several ways:

1. Printing is done in three colors instead of the usual four colors. Special inks are used.

2. The process is based upon the use of 35mm Kodachrome slides. This standardization helps cut costs.

3. All color correction is achieved photographically. There is no handwork at any stage of the process.

4. Printing is done with 266-line halftones.

5. Most of the color illustrations

are printed on a simplified, small offset press. The techniques used also may be applicable to larger press operation.

6. Printing is done with Kodak's experimental Ektalith cellulose acetate for offset lithography. This is a grainless lithographic plate.

7. All registration with the exception of a final small adjustment on the press is achieved automatically by purely mechanical methods.

As in conventional offset lithography in color the new system has three main steps: preparation of color separation negatives, preparation of the printing plates, and finally, printing of the color reproductions.

Although no accurate comparison is now available between expense of reproduction by this method and by conventional color printing methods, Dr. Staehle said it appears possible to turn out a short run of about 4,000 printed reproductions with two illustrations per page at a considerably reduced cost. Standardization of the various steps is reducing cost.

The Kodak research scientist said experiments with the new method are continuing. Several hundred subjects already have been reproduced in the tests, he said.

Dr. Staehle joined the staff of Kodak Research Laboratories in 1933 following receipt of his Ph. D. degree in physical chemistry from the University of Colorado in 1933. At the present time his research work centers almost exclusively on graphic arts projects.

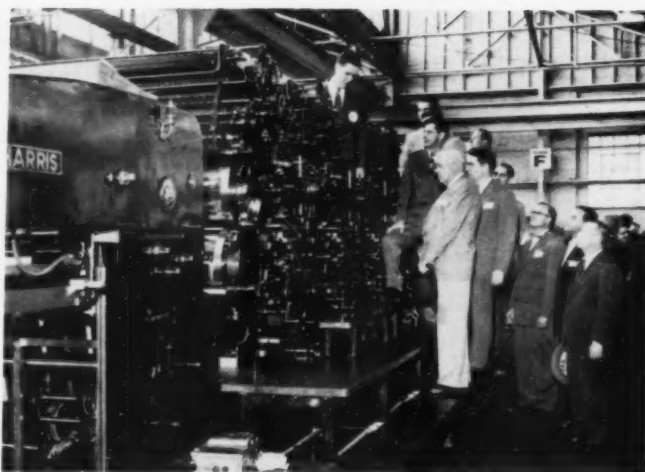
On the lighter side was a luncheon speaker at the Monday session, a Dr. Ludwig Heimenopper. Dr. Heimenopper presented a 45 minute discourse, interspersed with high-frequency audio vibrations, in an attempt to introduce a new type of printing accented with sound effects. One of his observations was that old vacuum frames never die, they just lose contact. Dr. Heimenopper, complete with Einstein wig, Stalin mustache, John L. Lewis eyebrows, and a Victor Borge accent, later was revealed to be Herbert Leedy of the Chemical Div., Harris-Seybold Co.

The Cleveland committee in charge

of arrangements was headed by G. L. Erikson. Other members were Lester E. Goda, Eastman Kodak Co.; Francis Howe, S. D. Warren Co.; Mr. Leedy; Mr. Myers; Edward Owen and Mac. D. Sinclair, *Printing Equipment Engineer*; C. H. VanDusen, Addressograph-Multigraph Co.; and Russell Waddell and William H. Wood, Harris-Seybold Co.

Frank Preucil, Chicago Rotoprint Co., was chairman of the program committee, and also was TAGA second vice president for the year just ended. Two men retired from the board: Dr. Marvin C. Rogers, R. R. Donnelley & Sons Co., Chicago, and Dr. R. M. Schaffert, Battelle Memorial Institute Columbus, Ohio.

★★



Ready for shipment was this big Harris four-color offset press, when visitors from the TAGA convention toured Harris-Seybold's Cleveland plant. Jim Johnston (top left) of H. S. explained how all Harris presses are completely erected and tested, then dismantled and shipped to their new owners.

TECHNICAL BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers". These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Tone And Color Correction

***Photographs On Aluminum**, Eugene Wainer. *Iron Age* 168, 25, Pages 104-5 (1951). The Alphphoto plate is a recently developed Swiss method is a photosensitive anodized Al sheet on which the photographic image is developed in the anodized layer. After sensitization and exposure with the standard darkroom printer, the image is developed by using standard developing and fixing chemicals. The finished plate offers a substantially grain-

less image, a high degree of resolution, and continuous tone. The plates are not affected by nuclear radiations. The process is based on the deposition of a Ag compound in the pores of a fibrous Al compound which is formed on the metal surface by electrolysis or chemical treatments. The plates containing photosensitive material in the unsensitized condition can be stocked for years. In the sensitized condition the plates are stable for 2 to 3 months. The plate is permanently stable after the image is formed. Once sensitized,

exposed, and developed, the plate surface can be heat-sealed and becomes hard and glasslike. The surface can be wheel buffed to a high gloss. The anodized layer has an average thickness of 0.01 to 0.015 mm. Properly prepared, the photographic surface is highly resistant to scratching, weather, salt, air, salt-water corrosion, and is unaffected by contact with cold or hot foodstuffs, organic oils and solvents, and organic acids. *Chemical Abstracts* 46, 5, March 10, 1952, Column 1895. *Iron Age* is published by Chilton Company, Inc., 100 E. 42nd Street, New York 17, N. Y.

Color Film Analysis From Integral Density Data, Monroe H. Sweet *Journal of the Optical Society of America*, 42, 4, April, 1952, Pages 232-7 (6 pages). By using the relationship between the spectral densities of specimens of a given kind of color film at three separated wavelengths and their chromaticities, integral color densitometer data can be correlated with dominant wavelength and purity data. Transformation grids are prepared to facilitate this conversion. Color film balance can be represented by a series of vectors, each drawn from different density levels along a density vs. log exposure curve. The vectors represent, by their directions, the dominant wavelengths of the corresponding gray-exposed patches of the sensitometric strip and by their lengths, the extent of the departure from gray balance. For any particular case, a grid can be prepared which relates the vectors to the corresponding Munsell colors of the patches. In a similar way, the correlation between the vectors and the filtration of the light source necessary to correctly reproduce gray can be established and utilized in grid form. Although developed primarily for three-layer reversible color film, the treatment is applicable to any three-color reproduction process.

***Physically Enlarging a Photographic Color Transparency**, U. S. Patent 2,575,070. William J. Nagel. *Chemical Abstracts* 46, 5, March 10, 1952, (Continued on Page 129)



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IMPROVED JOB RELATIONS CAN INCREASE PRODUCTION

By Frank Zacher

Norton Co., Worcester, Mass.*

THE function of any supervisor is to produce a scheduled quantity of items to a given standard of quality within a given time and at the lowest possible cost.

Since every printing or lithographing supervisor is a manager, he must carry out his function by getting these results through the efforts of others. The administration of the supervisor's job is little different from that of a top management man; he must plan, organize, control, and appraise every phase of operation. Since production results come through the efforts of others, how the supervisor handles his people determines to a very large extent whether he will have a working team, and whether they will meet the quota for which he is accountable.

Speaking philosophically, three methods of administering human beings have developed through the ages; namely, by exploitation, authoritarianism, or democratic handling. The method of exploitation is archaic and dates back to the time of slavery when the worker was owned body and soul and was driven as a machine without thought for his personal integrity.

The method of authoritarianism developed in the middle ages when individuals no longer owned human beings but ruled them by authority. Men were made to do things by use of a fear psychology. Failure to follow instructions meant punishment or loss.

The method of democratic handling belongs to our modern period

and is an outgrowth of the Christian philosophy. This method recognizes human dignity, personal integrity, and respect for the intelligence, needs, hopes, and aspirations of the individual. It encourages the individual's participation in decisions that may affect him. Likewise, it encourages the seeking of suggestions from individuals relative to methods of production and distribution.

In brief, the modern supervisor or foreman realizes that every person who works for him is more than a machine, and is an intelligent self-directing being. A foreman realizes that in order to have the worker become a member of the team he must direct the man's mind, not only his body. Foremanship is not a relationship of foreman against worker, but one of foreman for and with worker.

The job of foreman is never an easy one because it is primarily concerned with the handling of conflict situations and the making of decisions. Conflict is normal, and any supervisor who does not recognize this basic fact soon will be in a state of emotional unbalance. Conflicts are normal whether it be husband with wife, parent with child, or neighbor with neighbor. Since individuals are individuals, they have personal likes, and objectives, and these are sure to clash with those of other people at different times.

The conflicts which a supervisor must meet are not confined to those which arise out of the work situa-

tion alone, but also those that arise out of the personal problems of the worker off the job as well. There is a further area of activity which brings situations of conflict to the work situation. This area refers to the national thinking which affects every individual through the mediums of newspapers, magazines, radio, and television. Ideas such as the following may disturb the average American and may become a part of his thinking which in turn affects his behavior: work as a means to an end; income should fit a statistically-conceived standard of living rather than be based on individual production; individuals should give as little as possible and demand as much as possible; all job situations should be based on seniority.

In order to build a production team that will produce, a supervisor can profit considerably by applying knowledge from the field of psychology relative to what makes a human being tick. It is normal that each individual should consider himself the center of his universe and feel that everyone else is a little bit off-center.

Human beings respond more to emotional stimulation than to reason. Psychologists have told us that human beings are approximately 90% emotional and 10% reasonable. It is no wonder, then, that emotions respond much quicker than reasoning. The human mind always views the new idea or task which confronts it in relation to its past experience.

(Continued on Page 137)

*Before the First District Craftsmen's Conference, Worcester, Mass., April 26.



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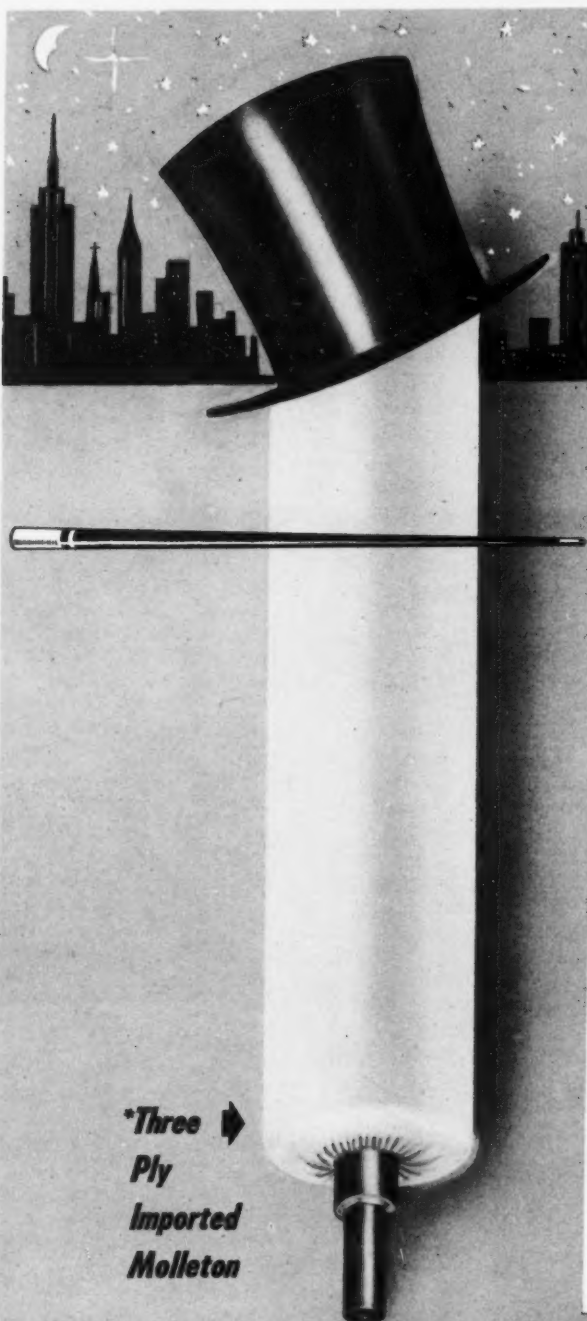
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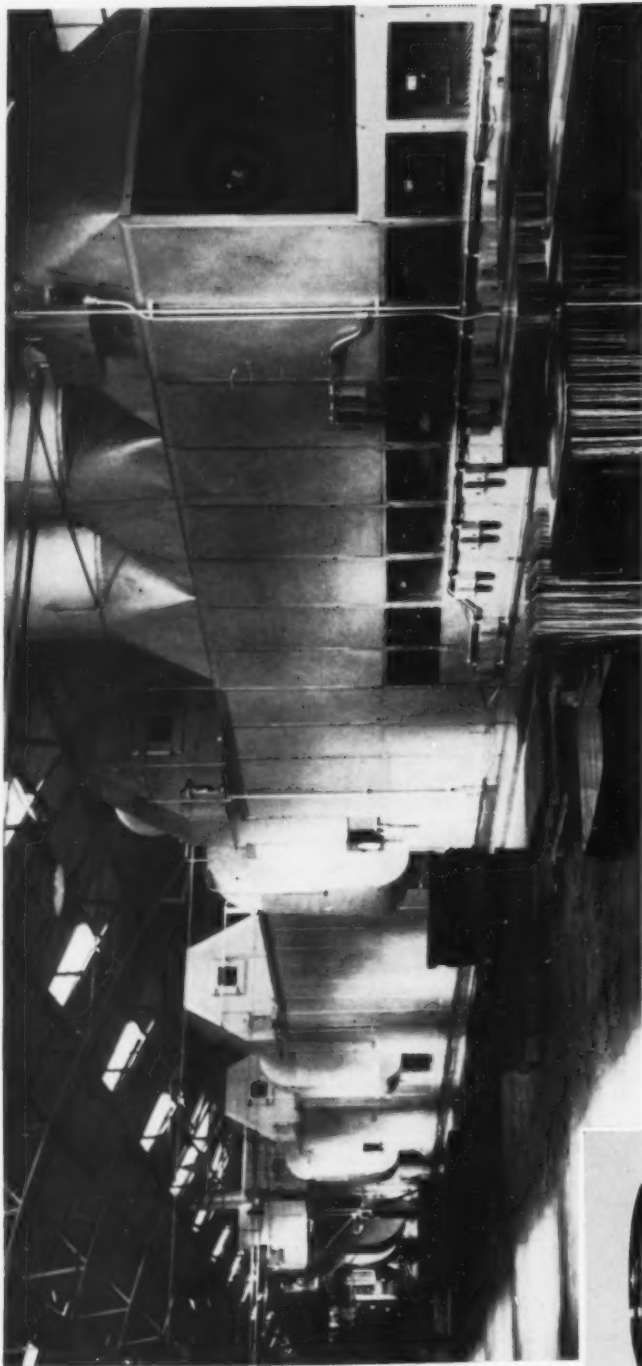
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METAL DECORATING

Briton Advances Idea of Plastic Film

Lamination on Tinplate for Metal Decorating

THE possibility of utilization of printed plastic film materials laminated to tinplate sheets for decorated metal products is being considered in Britain. The availability of a wide range of tough and highly transparent film materials, and the continuous introduction of new materials and methods, makes this method more feasible than before, it was said. Nearly half a century ago, it was recalled, tinplate was decorated by means of paper "transfers," a method outmoded by the development of offset printing. Now, however, with plastic films available in large sizes and rolls, and modern methods of lamination, the idea of lamination becomes more interesting, according to an article by W. Richards, in the *Tin-Printer & Box Maker*, May, 1952.

Excerpts from the article follow:

"The march of time has brought inventions and new products which were not available when transfer printing went out. There is now available to us a wonderful range of tough and highly transparent film materials and, moreover, fresh modifications of them and entirely new materials in the same broad category are being added every year. It is possible to use these films as substitutes for paper transfers, but because they are transparent they can be allowed to remain upon the surface of the tinplate permanently and become a part of the total decoration and protection. These transparent films can be selected to supply special properties of water repellency, acid or

alkali resistance, heat resistance or other qualities that are more difficult to obtain in an offset printed film on tinplate. A new possibility that is open to them makes them of particular interest for bulged, spherical and other shapes which are not adapted to direct printing by offset process, for by making use of plastic films it should be possible to stretch them so that they can be applied to rounded and shaped contours.

"Another possibility attaching to the idea is that lengths of film may be printed and stored, or shipped wherever required, for application to plain, unprinted tinplate in some distant country, by the provision of much simpler machinery and less skilled labour than is requisite for a full-dress lithographic plant. Furthermore, as the production of the lithographed film takes place in the form of continuous strip, high production speeds are possible instead of the sheet by sheet, essentially discontinuous method which has to be used when lithographing direct upon tinplates.

"As to the material of the strip itself, it writes its own specification in several details. It is transparent; comes in long continuous coils; it is stretchable by heat and pressure; is resistant to whatever corrosive or damaging agency it is expected to meet; it is coated on the underside, against the tinplate, with an adhesive which bonds well to tinplate when heated; it accepts inks or dyes readily; if need be it accepts protective lacquers on its top side. These requirements, and variations and modi-

fications of them, additions and omissions to them, may be needful when specifying our plastic film coating. Clearly the precise details would take some time to discover, but there are already films one could think of that come near to fulfilling the requirements without any special modification other than the application to them of a suitable adhesive to make them stick to the tinplate. There is work here for the laboratories of tinplate users, research institutions and associations for a considerable time.

"In what respects is the suggestion a retrograde one? The most serious objection is the great thickness of the film as compared with the extremely thin films which are printed on the tinplate by the offset process, but this is not properly speaking a retrograde step. Only the idea is retrograde, but the execution of it is entirely new and leads to unexplored channels for further improvements and perhaps economies. If these advantages prove sufficiently attractive there could ensue a totally unexpected development in the decoration and labelling of tinplate. In one simple form, the process may be regarded merely as a labelling process, for it would be perfectly possible in the case of cylindrical cans, such as canners use, to apply transparent labels, relying on heat-sealing alone instead of adhesives. Advantages would be the superior strength of the labels, their greater adhesion to the cans and their ability to make use of the brilliantly reflective surface of the tinplate beneath the film label, whereas the paper label hides it.

"One of the most compelling attractions of the process is the possibility it offers for flexibility in can and box decoration to suit prevailing circumstance at the user's end, for the decision as to what decoration to apply need only be taken when the

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is **FINDING FAULT...**
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ROLLERS and BLANKETS



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CHICAGO 16

containers are ready for filling. This is a facility which, with present methods, can be enjoyed only where users go to the bother and expense of installing a complete lithographing line; beside that, the equipment for merely heat-adhering a pre-printed film-type label would be trifling."★★

Introduce Proof Press

Vandercook & Sons, Inc., Chicago, exhibited a new flat offset proof press at the British Industries Fair in London during May. In an interview with the correspondent of the *Chicago Daily News*, cabled from London May 15, E. O. Vandercook, president, said the new press had not yet been shown in the United States. Asked what its advantages might be, Mr. Vandercook said: "It's breaking into a new field and will be cheaper than the one in general use back home now. Besides taking proofs it can be used for name plates and flat metal specialties."

Vandercook presses are now being made in England, as well as in the

U.S., Mr. Vandercook told the reporter. This project, begun two years ago, he said, met the problem of doing business in dollar short Britain which has limited the licenses granted for bringing American made presses into the British Isles.

Michigan Oven Moves Offices

In order to facilitate the handling of its increased business, the Michigan Oven Co., Detroit, is moving its offices to new and larger quarters. On and after June 1st the company's offices will occupy the entire 6th floor of the Architects Building 415 Brainard St.

Discuss Metal Lithography

"Lithography on Tin" was the subject discussed at a recent meeting of the St. Louis Litho Club at the York Hotel, that city. The speaker was Val Vernunne, American Can Co., who compared offset on tinplate with offset on paper.

Heads Ike Group

Wm. Howlett, president of Nesco, Inc., Chicago, has been named to head the public relations committee for the Illinois Eisenhower For President organization. Executive director of the group is Geo. A. Poole, Jr., president of Poole Bros., Chicago printing firm.

Cites Long Plate Life

Metal lithographing press runs of well over a million impressions from one plate were reported at the sixth district conference of the International Assn. of Printing House Craftsmen, held in Chicago May 10. Dr. Paul Hartsuch, Printing Ink Div., Interchemical Corp., discussed the IPI tri-metal plate, and said that he had supervised runs in a metal decorating plant, with nine tri-metal plates which averaged 1,040,000 impressions each. Another shop, he said, has run over 1,000 ungrained plates for over a million impressions each. He gave a platemaking demonstration during the conference.

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- ★ METAL - All light gauges to 10 gauge.
- ★ GLASS - All thicknesses to quarter inch plate.
- ★ CARDBOARD - All thicknesses and corrugated.
- ★ PLASTIC - All thicknesses to quarter inch.
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- ★ INKS - All types; lacquers, synthetics, ceramics, glues, adhesives.

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SIZES: - - - 12" X 18"
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EXCELLO-LITH

Finely milled, color-strong inks for universal use on regular offset, coated and other stocks. Gives extra snap and sparkle to both run-of-mill and fussy jobs. Lays evenly, sets fast, protects plates from premature wear. Available in full range of standard colors or to your specifications.

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Assure sparkling color work because they lay smoothly, trap properly, do not crystallize on the sheet. High in color-strength, long on mileage.

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Specially formulated for use on high-finish *cast coated* papers. These inks set on top of the sheet and give sharp, high-gloss impressions that match the glossy finish of the stock. Excellent working properties.

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A new *black* ink that sets so fast you can back up coated paper jobs immediately. Produces top-quality impressions — denser, more uniform solids and cleaner, more brilliant halftones — without a trace of dryback.



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82-page, spiral bound reference book showing standard colors of BBD EXCELLO-LITH, PROCESS and CHROMAT INKS... free to offset lithographers who write on their own letterheads.



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Paper Seasoning for Register Work

by Theodore Makarius

THE so-called paper seasoning done in many plants is often the cause of misregister rather than an aid in maintaining good register. The mere hanging of paper in the pressroom for a long period will bring the paper into relative balance with the humidity and temperature of the pressroom, providing there are no drastic changes in the weather during that time.

If the paper is hung long enough so that it will lay perfectly in the stack and is then covered and sealed until used, it probably will work well on the press. However, caution should be taken when going to press; the stack should not be left uncovered for a lengthy period while making ready, if the relative humidity is different than when the paper was originally hung in the pressroom.

When paper is treated in this manner it is important that relative humidity readings be taken regularly and recorded. This should be checked when going to press, and if there is a great disparity between this time and when the paper was hung, only small sections of the stack should be uncovered while making ready. As soon as the first color is run, the pile of paper should be sealed again. The quicker the sheets are transferred from feeder to delivery and resealed, the less distortion of paper will occur.

While very dry paper is more difficult to run on an offset press, it

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Editor.)

will be found that when the entire sheet surface contains the same percentage of moisture, regardless of how little, it will run successfully.

Paper that is too dry will invariably curl along the ends of the stack unless the relative humidity is very low when the paper is uncovered and remains at that level until again covered. Under normal pressroom conditions paper with a high moisture content will lay flat for a longer period of exposure.

Once moisture is taken into paper it takes longer to release it than it does for dry paper to absorb an appreciable amount of moisture. For this reason, it is best when seasoning paper, either in a regular seasoning machine or by any other means, to give it the maximum amount of moisture it will take, providing the sheets are exposed in such a way that the entire area of the sheet is subject to the same moisture. This can be ac-

complished usually by hanging the paper in small lifts and having sufficient circulation of moist air in that area.

Since exposing paper to pressroom atmosphere causes most of the trouble in register, great care should be taken to keep such exposure to a minimum. The reloading of sheets should be done quickly, and under no circumstances should the pile of paper be left without a good number of waste sheets on the top and bottom of the load. Sheets on the examining table also should be returned to the pile as soon as possible.

There are, on the average, about 10,000 sheets of 70 pound paper to a skid. When hanging one such skid in the pressroom, the relative humidity may be lowered to such an extent that jobs running well on the press will start to pick, stick to the blankets, or even begin offsetting due to static.

If the paper lays flat as it comes from the mill it will run satisfactorily in a pressroom with low relative humidity, providing the humidity of the pressroom does not change during the run. Most papers when received have close to three percent moisture content, and therefore continually are taking on moisture in the average pressroom. It stands to reason that with a condition as stated here, anything may happen to season-

(Continued on Page 141)

TEAMWORK PLUS HUDSON GLOSS

... make the big difference in printing, says the Advertising Manager. "As an advertising manager I know the value of cooperation. I depend on experts... from the drawing board right through the press. When each phase is handled by skilled specialists, the results are always best. For instance, here are the experts I depend on for really fine reproduction."



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THE ENGRAVER ... he has the job explained to him by the printer who describes the paper we expect to use and discusses the inks needed.



THE INK MAN ... this highly trained member of the team performs like a prescription chemist ... recommends and compounds inks in precise colors and qualities ... helps the printer duplicate the original art work.

HUDSON GLOSS... the **PLUS** paper ... makes good work so much better. Depend on it for clean, sharp, 120-line halftones and fine color affinity. Hudson Gloss is versatile too ... use it for your next recipe booklet, house organ, broadside, advertising literature, etc. ... on either flatbed or rotary letterpress. International Paper Company, 220 E. 42 Street, New York 17.

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PAPERS FOR PRINTING AND CONVERTING

Strike in Kansas City: Some Labor Contracts Signed

EVENTS moved rapidly last month in many negotiations for new labor contracts among lithographers in various cities. In Kansas City some 300 employees of 19 plants struck May 19 over demands for a \$12 a week (33¢ per hour) wage increase, retroactive to May 1. Bindery employees and printing pressmen in AFL unions were reported crossing picket lines set up by the Amalgamated Lithographers of America.

New contracts were signed in other cities as follows:

Chicago: \$6.35 a week increase across the board; three weeks vacation after two years, double time after two hours of overtime Monday through Friday. Contract runs one year from May 1. (This agreement is reported in more detail elsewhere in this issue.) Subject to Wage Stabilization Board approval.

Philadelphia: 10¢ to 11½¢ per hour increase, three weeks vacations after 15 years, one additional holiday (national election). Contract runs one year from May 1. Subject to WSB approval.

Cleveland: \$2.75 per week (7½¢ per hour) across the board, which is WSB maximum, three weeks vacations after three years, two weeks after one year, with additional fractional allowance.

Minneapolis-St. Paul: 13¢ per hour increase across the board, three weeks vacation after five years (effective Feb. 28, 1953), two weeks after one year (same effective date), six paid holidays with triple time when worked, first night shift differential 15¢ per hour, second night shift 18¢. One year contract.

Milwaukee: 13¢ per hour increase

across the board, three weeks vacation after 12 years, effective 1954, two weeks after one year, effective 1953.

In New York ALA Local 1 released its proposals to members of the Metropolitan Lithographers Assn. They include: increase of all scales by the \$9 now being paid under the

cost-of-living program, and a 35¢ increase in weekly payments by employers to the welfare fund. The union also proposed a new "welfare security fund," to which employers would pay \$2.50 per week per employee; and a "share the work" arrangement to "provide for the sharing of work for four weeks before a permanent lay-off is made." No amplification of this proposal was announced.

NPA Okays 16 Plant Expansions; Govt. Purchases Rise

SIXTEEN applications for certificates of necessity for the expansion of printing and publishing facilities have been approved to date, the National Production Authority, Department of Commerce, told the Commercial Printing and Lithographing Industry Advisory Committee May 15.

Thus far, NPA's Printing and Publishing Division has received a total of 50 applications for certificates of necessity totaling \$34 million.

To date, NPA stated, the Defense Production Administration has acted on these applications as follows:

16 applications approximating \$7.6 million—approved

26 applications totaling \$20 million—denied

6 applications totaling \$1 million—pending (Five of these applications were denied and the applicants have asked for reconsideration.)

2 applications totaling \$4.5 million—withdrawn.

Of the 16 applications approved, 12 amounting to \$7.5 million represent expansion in the continuous forms industry. The other four applications, totaling \$87,000, are con-

sidered to be one-of-a-kind cases and cover end items which are for direct use of the Department of Defense. Of the four, three are for maps and the fourth for blueprinting.

NPA pointed out that a prospective shortage of continuous forms became evident early in 1951 when estimated military requirements for the last nine months of the year approximated one-third of the industry's 1950 output. To meet these greatly increased requirements, forms manufacturers began an expansion program and as early as March 1951 applied for certificates of necessity.

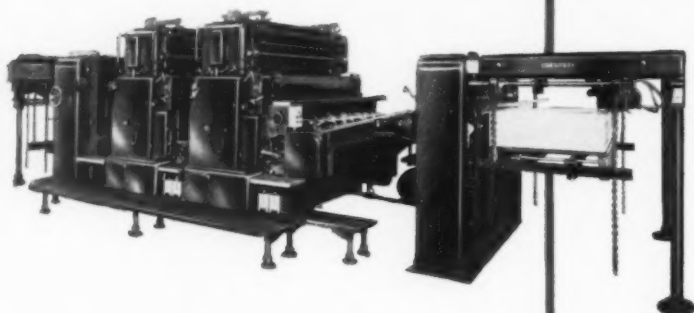
NPA said the estimated requirements of the Department of Defense for printed matter are expected to increase about 26 percent during fiscal 1953 as compared with fiscal 1952. Requirements for printing equipment, however, are expected to decrease about 27 percent.

The fiscal 1953 requirements for printed matter are expected to total \$110.1 million as compared with \$81.5 for fiscal 1952. Of the total requirements, it is estimated that \$21.4 will be printed in Defense-owned plants and the remainder,

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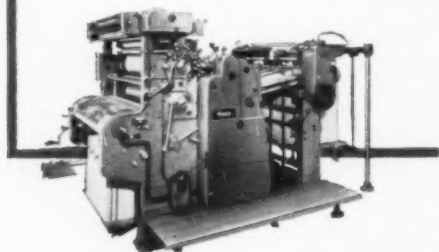
	sheet size	speed up to
The 61 Offset	42" x 58"	6500
The 76 Offset	52" x 76"	6000

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on Miehle Offset Presses.*

the 29 offset

The Small Press with the Big Press Features

sheet size 23" x 29" • speed up to 7000



MIEHLE PRINTING PRESS & MANUFACTURING COMPANY

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\$88.7 million, will be produced by other sources, including the Government Printing Office.

A representative of the Government Printing Office stated that fiscal 1953 printing production by GPO is expected to amount to \$112 million of which about \$52 million will be handled by commercial printing concerns. The spokesman said printing production for fiscal 1951 totalled \$98 million and for the current fiscal year is expected to amount to about \$102 million.

NPA urged the industry to segregate wet strength paper from its waste paper and to make an effort to limit the amount of latex being used in its paper products. Latex used in beater furnish, NPA said, is not in itself a serious problem without the added effect of latex base inks and adhesives.

The committee recommended that NPA's order M-65 on the conservation of critical materials in printing plates be continued in its present form and that any changes be left to the discretion of the Director of the Printing and Publishing Division.

J. Noel Macy, director of NPA's Printing and Publishing Division, presided.

The following members from industry attended: Peter Becker, Jr., Arrow Service, Washington D. C.; William M. Winship, Brett Lithographing Co., Inc., Long Island City, N. Y.; A. F. Oakes, Charles Francis Press, Inc., New York; James L. Murphy, Consolidated Lithographing Corp., Carle Place, N. Y.; Frank A. Myers, Copiflyer Lithograph Corp., Cleveland; Leland C. Werden, The Cuneo Eastern Press, Inc., Philadelphia; Harold A. Moore, Eastern Color Printing Co., Inc., New York; William P. Gildea, Jr., The Falconer Co., Baltimore; Elmer F. Wagner, Federal Lithograph Co., Detroit; Arthur R. Hitchings, Forbes Lithograph Manufacturing Co., Boston; Carl E. Dunnagan, The Inland Press, Inc., Chicago; Allerton H. Jeffries, Jeffries Banknote Co., Los Angeles; Robert H. Caffee, William G. Johnston Co., Pittsburgh; Walter F. McArdle,

The McArdle Printing Co., Inc., Washington, D. C.; Theo C. Nevins, Nevins-Church Press, Bloomfield, N. J.; Victor Strauss, Pied Piper Press, New York; and Jerome B. Fisher, Publication Corp., New York.

Paschel Heads PSA Division



Herbert P. Paschel, (above) lithographic consultant, was elected chairman of the New York Section, Technical Div., Photographic Society of America, and officers were installed at the annual business meeting June 3 at the Willkie Memorial Building. Other officers include William J. Cannon, duPont Photo Products Dept., first vice chairman; John V. Adams, Grallex, Inc., second vice chairman; and Don Bennett, editor, *PSA Journal*, treasurer. Retiring chairman William J. Robinson, Jr., was awarded a scroll of honor at the division's annual awards dinner May 13, at the Building Trades Club. The section's executive secretary, Jane H. Waters, was presented the PSA Service Medal for her service. Dr. H. Clyde Carlson, Eastman Kodak Co., (above, left) presided as toastmaster, and Victor Keppler, photographer, was the principal speaker. Charles Shapiro, Lithographic Technical Foundation, is chairman, special events committee.

Plan Education Conference

Plans are being completed for the 27th annual conference on printing education, sponsored by the International Graphic Arts Education Assn., in Madison, Wis., June 29-July 2, 1952. The conference sessions will be held in the auditorium of the Madison Vocational and Adult School, beginning with a session on Sunday evening, June 29, and closing Wednesday afternoon, July 2. The annual conference banquet will be held at the Hotel Loraine on Tuesday evening, July 1. A recreation and good fellowship session, including a tour of the campus of the

University of Wisconsin, has been scheduled for the afternoon of June 30 at the Blackhawk Country Club.

The program has been arranged around the general theme, "Looking Ahead with Graphic Arts Education." In addition to leaders in Graphic Arts Education, the list of speakers includes R. W. Bardwell, Director of the Madison Vocational and Adult School; Ray Blied, President of the Franklin Club of Madison; Professor Fayette Elwell, Dean, School of Commerce, University of Wisconsin; the Honorable George Forster, Mayor of Madison; Clarence Greiber, State Director, Wisconsin Vocational and Adult Schools; Wayne V. Harsha, editor, *The Inland Printer*, Chicago; O. C. Holland, Advertising and Sales Promotion Director, International Printing Ink Division of Interchemical Corporation, New York; Pearl Oldt, Executive Secretary, International Association of Printing House Craftsmen, Cincinnati; President of the Madison Typographical Union; John T. TePoorten, Occupational Extension Director of Wisconsin; and Arthur A. Wetzel, President of the Printing Industry of America, Inc., and President of Wetzel Brothers, Milwaukee. Fred M. Mason, Vice President, Board of Vocational and Adult Education, Madison, is the chairman of the Conference Committee on Arrangements and Program. The newly organized Education Council of the Graphic Arts Industry, Inc., according to its president, James J. Rudisill, is holding its annual meeting in Racine, Wisconsin, on June 26-27, in order that the members of the executive committee can attend the Madison conference.

Adds Four-Color in Canada

Montreal Lithograph Co., Ltd. Montreal, Canada, has completed installation of a Harris 42 x 58" four-color offset press it was announced in May by the Harris-Seybold Co.

Add Line-Up Tables

Craftsman Line-Up Tables recently were installed in the plants of Charles Offset Co., and Arrow Press, both of New York.

tomorrow's
offset ink...



today!



Zephyr

ZEPHYR OFFSET INK was introduced to the Lithographic Industry over four years ago with the claim that it was the ink of tomorrow. Time has proven that this claim was well founded for today finds

ZEPHYR OFFSET INKS in use everywhere. Just like any outstanding product, ZEPHYR has prompted many imitations, but none that affords all of its unique features. Therefore, do not wait for these imitations to be perfected when you can enjoy the benefits of tomorrow's OFFSET INK today—ZEPHYR.

GREETINGS L.N.A. On the occasion of your 47th Annual Convention, we should like to express our appreciation to you of the L.N.A. whose expert craftsmanship has contributed so much to the outstanding success of ZEPHYR OFFSET INK.

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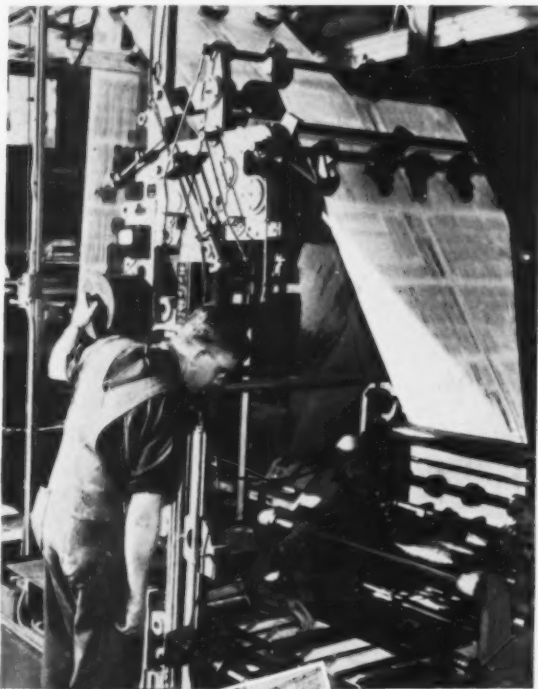
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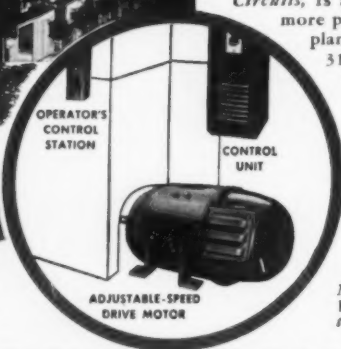


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right Speed*
through
every phase of every job
choose



operating from A-c. Circuits

Starting, stopping and speed changing are quick and yet smooth on any kind of press equipped with an *all-electric* Reliance V*S Drive. And the infinite speed selection always at your command through automatic control makes it easy to provide the exact speed required for maximum production and quality control in every step of every job. This is why Reliance V*S, the packaged *All-electric, Adjustable-speed Drive for A-c. Circuits*, is appearing on more and more presses in more and more plants. Write today for Bulletin 311 on packaged V*S Drives through 200 horsepower.



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Zabel Honors Employees

Chrissie Unverzagt and Reba Johnson, among the very few female music engravers in the nation's printing industry, were guests of honor when Zabel Brothers Co. of Philadelphia recently held a luncheon for employees with more than 30 years' service.

The occasion marked the retirement of Miss Unverzagt after 60 years with the lithographic firm. Both she and Miss Johnson, who has been in the engraving department for 56 years, served their apprenticeships at Zabel. The ladies each received an orchid tribute to wear at the luncheon at the Down Town Club, where they were presented with several gifts from the company.

Other Zabel veterans who attended and received engraved mementoes of the occasion from President William E. Zabel, Sr., were: vice-president H. Y. Cope; treasurer William E. Zabel Jr.; Wallace C. Richard, retired, 56 years; Fred Hudson, retired, 56 years; William Rickert retired, 48 years; Emil Maucher, retired, 47 years; William Muntzer, 45 years; William Bernhard, 45 years; Walter Bruckner, 43; Charles Sensenbocker, 43; J. Ralph Shinn, 40; Sam Levin, 39; Walter Forrest, retired, 39; James Richard, 38; Bernard Sweeney, 36; H. William Iles, 35; Harry Muller, 34; Otto Schmidt, 33; Walter Brown, 32; Carl Dieterle, 32; Joseph McElroy, 31; Charles Hartman, 30; Peter L. Coia, 30.

Form Phila. Intaglio Club

Preston W. Foote, 3rd, head of production planning for the Gravure Div. of Triangle Publications, Inc., Philadelphia, has announced the formation of a new graphic arts group in that city. It is the Intaglio Crafts Club of Philadelphia, and Mr. Foote is the first president of the group, which has held several organization meetings. The first regular meeting will be held in September.

Mr. Foote has been with Triangle Publications since 1939. A



Neal Dow Becker



Harry G. Willnus

Intertype Shifts Officers

At the annual organization meeting of the board of directors of Intertype Corp., Brooklyn, May 16, Paul Appenzeller retired as chairman of the board and was elected chairman of the executive committee. Neal Dow Becker, who has been president of the corporation since 1926, was elected chairman of the board and was designated to continue as chief executive officer. Harry G. Willnus, executive vice-president since 1951 and

vice-president and secretary for some years previous, was advanced to the office of president. Frank Hoffmann, vice-president, was elected to the secretaryship also.

Other officers were re-elected as follows: Alden T. Mann, vice-president; Herman A. Peterson, vice-president and comptroller; Herman R. Freund, vice-president; Harry A. Grube, treasurer; and William J. Dunne, assistant secretary.

native of Kentucky, he served his apprenticeship with the *Louisville Courier-Journal* and the *Chicago Tribune*. He is a graduate of Northwestern University.

"The object of this society," the by-laws state, "shall be to promote education for the furtherance of the Intaglio Printing Industry by sharing our knowledge and creating good will among its members."

Frank Beatty, of Whiting & Patterson Co., intaglio printers, is vice-president of the club; George W. Davis, office manager of Triangle Publications, is treasurer; Richard A. Burke, a Triangle expeditor, is secretary; and Miss Dorothy Krucko, who is Mr. Foote's secretary, is assistant secretary.

The club has 14 charter members, comprising the officers and the board of directors.

PIP Elects Representatives

The results of a series of elections held in recent weeks by all 11 divisions of Printing Industries of Philadelphia, Inc., have been announced by Executive Secretary Noel

Rippey. One representative is allowed on the association's board for each 20 members. Robert Headley, Philly Litho Co. and J. Edwin Schwarz, Aatell & Jones, represent the Lithographers' Division.

Phila. Club Plans Outing

The Philadelphia Club of Printing House Craftsmen will hold its annual outing Wednesday, June 18, at the Cedarbrook Country Club.

Meehan-Tooker in Open House

Meehan-Tooker Co., New York lithographing concern, held open house May 8, to show new equipment and new offices in the plant at 160 Varick St. The company now is completely equipped with two-color offset presses. The following presses were shown in operation: two 50 x 72"; two 42 x 58"; and one 22 x 34", all Harris two-colors. The company also has complete camera, art, platemaking, and cutting and finishing departments. A new 40" camera was to be delivered early in June to complete present equipment plans.



"I shall never surrender..."



"... I am determined to sustain myself as long as possible and die like a soldier who never forgets what is due his own honor and that of his country. VICTORY OR DEATH."

Among the most heroic documents of American history are the letters written by William Travis from the Alamo requesting aid. Stirring words from strong men—Bowie, Crockett, Travis. Though their dauntless group totaled only 145 men they held against a Mexican force estimated at 6,000.

Aid was not forthcoming and when the wall was finally breached the end came quickly though the gallant Texans gave their lives to the last man. "Thermopylae had her messenger of defeat—the Alamo had none."

The well-turned phrase is not considered essential in modern business correspondence, but clarity, brevity, accuracy and, of course, good appearance are of primary importance. Gilbert Quality Papers make it easy to achieve good appearance. The new cotton fibre content of these papers together with the separate tub-size, air-dry operation makes possible neat erasures and provides the crisp feel and sparkling cockle finish that will present your customer's message with authority.

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INDEX BRISTOL • MANUSCRIPT COVER • VELLUM • SAFETY
REPRODUCTION • BANKNOTE PAPERS

A good letterhead is always better-printed on a Gilbert Bond

General Plate Appoints Warfel

William Warfel, formerly a member of the mechanical committee of the American Newspaper Publishers Assn., has been appointed sales manager of General Plate Makers Supply Co., Chicago. The company says that Mr. Warfel has a wide background of practical experience in the production phase of the graphic arts. In addition, he is the creator of the "Joe Blo" cartoon series.

An important part of Mr. Warfel's duties will be to build a distribution set-up for a complete line of Kodak film, dry plates, and platemaking accessories, for which the company recently was appointed distributor. General Plate Makers also handles other film and platemaking supplies such as Ansco, DuPont, and Di-Noc. A feature of General's new policy will be prepaid shipments on all film, the announcement stated. The company is located at 522 South Clinton St., Chicago 5, Ill.

U. S. Playing Card Reports

The U. S. Playing Card Co. of Cincinnati reported net income, after all taxes, of \$491,330, equal to \$1.27 per share, for the first three months of 1952, compared with \$580,280, or \$1.50 a share, for the same period last year. All directors were reelected at the recent annual stockholders meeting, and all officers were re-named at the following organization meeting of the board. The directors declared a dividend of \$1 a share on the common capital stock, payable July 1.

Form AIGA Chapter at W. Va.

Organization of a student chapter of the American Institute of Graphic Arts has been undertaken by printing and publishing students of West Virginia Institute of Technology, Montgomery, W. Va. Application for membership to the national education organization was made by 13 students. Faculty advisors are Charles E. Kennedy, head of the department of Printing and Publishing, and Hector H. Sutherland, professor in printing.

LITHOGRAPHERS!

Here's PROOF... *Not just TALK!!*

Lithographers from coast to coast use DIRECO Vinyl base film because of its ease of handling... sparkling clear dot formation... perfect register under any climatic condition... and improved emulsion qualities. Take advantage NOW of our offer below. Make us prove what we say.

DIRECO

**DIMENSIONALLY STABLE
VINYL BASE FILM**

These sheets have found their major uses in the graphic arts field. They are used for the making of blue lines, black prints and for stripping, both wet and dry. Their extremely low rate of expansion and contraction together with their low rate of moisture absorption makes them a perfect substitute for glass plates as used in the lithographic field. These sheets are available in six finishes to meet any requirement.

20" x 50" x .010" and up

36" x 48" x .010" and up

50" x 70" x .010" and up

"DIRECO" CONTACT

"Direco" Contact is available in clear, translucent and opaque mediums. A high contrast, slow speed, contact emulsion. Anti-halation back.

"DIRECO" LITHO

A high contrast, high speed film with high orthochromatic sensitivity. Suitable for line and halftone copy for both contact and projection.



CLEAR

OPAQUE

TRANSLUCENT

PRESS POLISHED

MATTE MATTE

MATTE POLISHED

VINYL PLASTIC SHEETS

• **UNIFORMITY**

That you can count on today, tomorrow and next year — eliminating profit-losing make-overs.

TRIAL OFFER

Guarantee

You've nothing to lose by this straightforward, surething proposition. Send a trial order today. Try "Direco" contact or litho film. If you don't agree that here is an improvement — your money will be refunded.



See your Dealer today or Send your trial order to Dept. "M"

DIRECT REPRODUCTION CORPORATION

811-813 UNION STREET

BROOKLYN 15, NEW YORK

Good Judgment

The farm auction is a drama of decision. Every eye in the crowd is centered on the cow and calf offered for sale. Here are bidders practiced in judging livestock. Poker-faced and casual, they disclose no hint of an unerring ability to estimate the condition, the weight, and the market value of beef on the hoof.

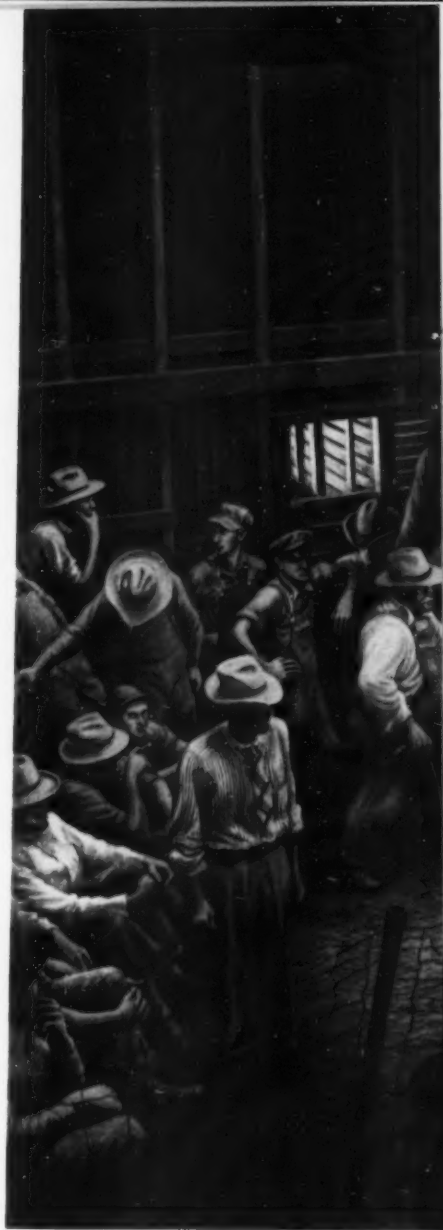
Making wild guesses never pays off in business. The margin of good luck is always stacked in favor of the man who depends on the margin of good judgment. The printer can examine a sample of paper and recognize at once if it will perform effectively on the press. This knowledge, born of long experience, stands the printing craftsman in good stead when a specific graphic operation demands special requirements of a printing paper.

The West Virginia line of papers affords selections for the varied needs of the advertiser and printer. West Virginia fine papers are made by skilled craftsmen to achieve printed results that will please every perfectionist in the graphic arts. Moreover, these fine papers are priced well within the range of practical printing budgets.

Judge for yourself how effectively fine paper may be combined with creative design by requesting a free copy of West Virginia Inspirations for Printers, Number 188. This issue goes straight to the grass roots of America for robust pictorial features. You may obtain this publication by writing to your nearest West Virginia distributor or to any of the Company addresses listed here.

Cover Artist

The artist, Jackson Lee Nesbitt, hails from Oklahoma. He received his training at the Kansas City Art Institute and has held one-man shows in Chicago, Denver and Kansas City. This painting, "Cattle Auction," is one of a series of Life in Missouri.



230 Park Avenue, New York 17
35 East Wacker Drive, Chicago 1
503 Market Street, San Francisco 5

West Virginia Pulp and Paper Company



Farm Auction, by Jackson Lee Nesbitt, from the Scruggs-Vandervoort-Barney Collection, University of Missouri

West Virginia

Inspirations 188

for Printers

Rubel Press Displayed

What is claimed as the first rotary offset press for printing on paper was on display last month at the Madsen Machine Works, 126 Perry St., San Francisco. It is a Rubel Rotary, built in 1903 by Ira W. Rubel, operator at that time of a small litho shop in Nutley, N. J. Its present owner is A. Madsen.

The press first was called the Rubel, although the name later was changed to Sherbel, as a man named Sherwood took part in some of the pioneer experiments. A short time later the press was re-named the Potter offset press. Only three models were built and it was while on a trip to England with one of them that Mr. Rubel died.

The San Francisco press was installed in 1907 in what was then the Union Lithograph Co., plant by S. L. Rubel, brother of the inventor, according to Mr. Madsen.

Edward Schroeder, head of the Times-Mirror Press engraving and litho department, said he believes the Rubel press was an outgrowth of a system of offset printing developed by the early-day tinplate lithographers. These pioneers used the principle long before it was applied to paper printing.

"As to metal offset work," he continued, "I believe that one of the original Harrises did much research on offset printing while in the metal printing trade during the last decade of the 19th Century."

MASA Holds Coast Meeting

Dramatization of direct mail advertising production problems, by means of a "Miss Pennywise" and "Mr. Pound Foolish" series of skits marked the fourth annual all-western conference of the Mail Advertising Service Assn. April 24-27 at the Ambassador Hotel, Los Angeles.

The conference attracted 150 people. A special plane from San Francisco brought to the conference a group of Eastern direct mail specialists who had participated on April 23 in the Direct Mail Day sponsored by the San Francisco Advertising Club. Also on the plane were mem-

bers of the Northern California M.A.S.A. Chapter. S. Mayer Feldenheimer, head of C. E. Howe & Co., Inc., Philadelphia, international president of the Mail Advertising Service Association, had been chief speaker at the San Francisco meeting.

Oregon Assn. Elects

The Portland Div., Oregon Printing Industry, in May elected the following officers: William Krieger, Schlegel Typesetting Co., president; Warren Deal, Agency Lithograph Co., vice president; Theodore Ryder, Ryder Printing Co., treasurer; and Frank Ierulli Frank Stationery & Printing Co., secretary. Glenn W. Cruson continues as manager.

Wetzel Cites Problems

The printing industry is fighting a profit squeeze—trying to make a living in the face of high taxes, high labor and material costs—and is having tough going, Arthur A. Wetzel, of Milwaukee, president of the Printing Industry of America, declared in Los Angeles during an early-May visit during which he addressed a membership dinner meeting of the PIA.

"Printing and lithographic firms feel the profit squeeze more than other industries," Wetzel said in an interview, "because they are mostly small unit manufacturing businesses with neither the reserves nor borrowing power to cushion the financial shock of steadily advancing costs."

The National PIA is advising member job shops to meet the profit squeeze by cutting costs, increasing productivity and selling more aggressively and creatively than ever before.

"Printing trades workers are among the highest paid in all manufacturing," the speaker said. "We are rather proud of this fact, but at the same time disturbed that productivity has not kept up with increased wages. Management is largely to blame because of its failure to establish better communication with labor."

"One difficulty is that because printing is primarily a custom-made manufacturing operation, it cannot be mechanized and streamlined as in

mass production industries. Consequently, costs of printing tend to get out of line with the costs of other goods and services.

"Printing is highly competitive. It is a cost-of-business item to the industries it serves, so there is customer resistance to keep this cost down. Furthermore, there is too much of a scramble for the available market with not enough sales emphasis on creating new markets and new uses for printing."

Wetzel gave this summary of how the industry has fared:

"From 1945 to 1950, inclusive, corporate net profits averaged only 5.2% after taxes, and fell as low as 3.87%. The industry had some relatively good years from 1946 to 1948, but a large portion of these profits had to be plowed right back into the business to modernize plants which had been suffering from obsolescence during 10 years of depression and war. Replacement costs were two or three times as high as the original investment in equipment."

Calif. Firms Add Presses

Two California concerns recently added Harris 17 x 22" offset presses, it was announced in May. They are Economy Blue Print & Supply Co., Los Angeles, and Independent Type Crafts, Pasadena.

Adds Press in Oregon

Unruh-Knapp Printing Co., Salem, Oregon, recently installed a Harris 17 x 22" offset press.

Houston Assn. Elects

At the annual meeting of the Union Employers Section, Houston Graphic Arts Association, Inc., recently, the following officers were elected: president, Herbert C. May, Jr., The H. C. May Co.; vice president, Paul Schnitzen, Maverick-Clarke; and treasurer, Paul McCain, Paul McCain Typographer.

The secretary of the Section, who also will be executive secretary of the Houston Graphic Arts Assn., Inc., is O. K. Eden.

Color subject courtesy

FRANKFORT DISTILLERS CORPORATION, New York, N. Y.



FOR
Award Winning
LITHOGRAPHY



KOHL & MADDEN **TRUE-a-TONE*** PROMPTSET PROCESS INKS

* COPYRIGHT APPLIED FOR

WHETHER IT'S ROSES . . .



OR PRETTY GIRLS . .



OR HEAVY MACHINERY . .



PICTURE THE PRODUCT WITH **TRUE-a-TONE*** PROMPTSET INKS!

Now new and press-tested!

Absolutely life-like reproducing qualities with a sparkle never before possible.

Amazing trapping qualities. You get much more color sharpness.

Inks set in a matter of minutes

- no long delays on backups.*
- perfect for high speed multicolor equipment.*

No possibility of crystallization of ink film.

Guaranteed uniform drying throughout loads.

Yellow D-5824, Red D-5825, Blue D-5826, Black D-5080.

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PRINTING INK CORPORATION

CHICAGO • NEW YORK • ST. LOUIS • DETROIT • BUFFALO
CINCINNATI • BOSTON • MINNEAPOLIS • LOS ANGELES



Taxes Cut Gibson Profits

The Gibson Art Co. of Cincinnati, for the fiscal year ended Feb. 29, reported sales of \$9,454,809, and net income of \$814,319, equal to \$5.09 per share of common stock. Comparable figures for the preceding fiscal year were \$8,857,713, with net income of \$811,422, or \$5.07 a share. While sales increased 6.8 per cent for the fiscal year, federal income taxes jumped to \$854,000 from \$594,000, and state, local and other taxes rose to \$160,910, from \$144,867.

In a letter to stockholders, President J. R. Gibson said: "Of great concern to management is the ever increasing cost and expansion of government. Taxes now are greater than earnings of the company. In addition, shareholders are paying a high percentage of their dividends in taxes. Incentive has been one of the most potent factors in the growth and prosperity of our nation. A continuance of these tax burdens will inevitably result in a weakening of our whole economic structure."

Ohio Firm Enters Offset

The Ohio Press Printing Co., a 60-year-old Cincinnati letterpress concern specializing in commercial work, has recently added a Harris-Seybold 17 x 22" offset press to its equipment as a start toward the development of a complete litho department, it was announced by Samuel Oppenheimer, president. Robert S. Willis, formerly in the sales division of the John S. Swift Co., Inc., is a new salesman for Ohio Press.

Nace Poor Richard Secretary

Harold H. Nace, of the Levering-Reibel Co., lithographers, of Camden, New Jersey, has been elected secretary of the Poor Richard Club, of Philadelphia.

Plan Paris Exhibition

The third International Paper and Allied Trades Exhibition is planned for October 23-31 in Paris. Graphic arts equipment and supplies are to

be included in the displays. Information is available from Commissariat General du Salon des Techniques Papietres et Graphiques, 40 Rue du Colisee, Paris 8, France.

Industry to Honor Glover



Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., and past president of the International Assn. of Printing House Craftsmen, will be honored by the industry at a dinner marking completion of 50 years in the graphic arts. The event, set for September 27 at the Roosevelt Hotel, New York, is being initiated by the Printing Supply Salesmen's Guild of New York. Dave Atchison, Roberts & Porter, Inc., Guild president, announced. Facilities will be provided for more than 1,000 industry men and their wives. Mr. Atchison said. Mr. Glover entered the industry on August 18, 1902 when he joined the Duncan Lithographic Co., Hamilton, Ontario, as a fly boy. After experience as a journeyman, working for several firms, he became superintendent of the offset department of Tudor Press, Boston. In 1924 he moved to New York to direct the lithographic division of Wynkopp, Hallenbeck and Crawford Co. Three years later Mr. Glover joined the Sweeney Co. as a junior partner. He bought the entire stock of the firm later, and became president in 1941. He has been a leader and honorary member of numerous graphic arts groups, and is a past president of the Litho Club of New York.

Fred Orth, New York, Dies

Fred Orth, 60, proprietor of the Westyork Color Press, New Rochelle, N. Y., and part owner of the John Jay White Litho Co., New York, died unexpectedly May 4. He attended Johns Hopkins University, and had been in the graphic arts since joining Blanchard Press in 1916.

Employees Honor W. P. Squibb

The officers and office employees of the Godfrey Roller Co., Philadelphia, together with their families commemorated 50 years of service to the company by their president, William P. Squibb, on April 28. The event was celebrated with a dinner catered at the new offices of the company, 219-221 North Camac Street. The entire party was taken on an inspection tour through both the new offices and the factory. This was followed by the dinner and a speaking program.

H. Howard Colehower, vice president of the company, was master of ceremonies, and immediately following the dinner he presented Mr. Squibb, on behalf of the officers, salesmen and clerical force of the company, with an inscribed gold pen and pencil set. Also a set of resolutions embossed in gold, was presented expressing the sentiments of the officers and employees of the company in appreciation of Mr. Squibb's 50 years of service.

Bon Mot Firm Incorporated

Articles of incorporation were filed with the office of the secretary of state, Albany, N. Y., May 3, 1952 for Bon Mot Offset Corporation, lithography & printing business. Directors are Joan Guinan, 59-46 Summerfield St., Ridgewood, N. Y., Florence Long, 272 1st Ave., New York City, and Mary L. Zamara, 1558 Unionport Road, New York City.

A Correction

In the article on the 60th anniversary of American Type Founders (ML, May, Pg. 46), the name Edward G. Williams, ATF president, appeared several times. Although this was given properly in the text of the story, a variation of the name appeared in error under a picture of Mr. Williams. Sorry.

Norcross Installs Cutter

Norcross, Inc., New York greeting card publishers and lithographers, recently installed a Seybold 50" paper cutter.



Mead Papers mean business. Keep this in mind when you plan printing for any purpose, and remember the famous trade-mark that represents the diversified and standard Mead brands of popular printing papers.

Big jobs. Little jobs. Elaborate jobs. Simple jobs. Many copies. Few copies. . . Your printer or lithographer—and, behind him, America's leading paper merchants—will tell you that you can specify Mead

Papers, including D&C coated papers and Wheelwright bristols and covers, with every assurance of getting the finished results you want, at the price you want to pay.

Just say "Mead Papers" to your printer or lithographer when you order your next job. They're made with his and your needs in mind . . . by paper makers with more than 105 years of tradition and experience back of them.

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

ESTABLISHED 1846

T.M. Reg. U.S. Pat. Off.

MEAD D&C BLACK & WHITE ENAMEL

This famous paper—the aristocrat of superfine glossy coatings—is unexcelled for the flawless reproduction, by letterpress, of fine-screen halftones in one or many colors. It's the paper to use when advertisers insist upon absolutely faithful reproductions . . . and its cost is low in comparison with its quality.

"Mead Papers mean business." Advertisements like this, in full color, are carrying this message to the 1,850,000 businessmen readers of Time and Business Week.





G. A. Dealers Elect

Edward B. Writer, (above) sales manager, Eastern Graphic Arts Supply Co., New York, was elected president of the New York Graphic Arts Dealers Assn., recently. Other officers are: vice president, Sam B. Anson, Jr., Chemco Photo-products Co.; treasurer, J. E. Behre, Harold M. Pitman Co.; and secretary, Arthur Von Gerichten, Bridgeport Engravers Supply Co.

Members present at this meeting included representatives from National Steel & Copper Plate Company, New York City; Roberts & Porter, Inc., New York City; Harold M. Pitman Company, New York City; Teaneck Chemical Company, Inc., Teaneck, N. J.; George Murphy, Inc., New York City; The Graphic Supply Company, New York City; Bridgeport Engravers Supply Company, New York City; Chemco Photo-products Co., Inc., Glen Cove, N. Y.; and Eastern Graphic Arts Supply Co., Inc., New York City.

House Mag 15 Years Old

"Printed Words," external publication of Von Hoffmann Press, Inc., St. Louis, has just issued its spring edition, marking the publication's 15th anniversary. Covers of the 8½ x 11" booklet are in full color, while inside pages use two colors. A feature story describes and illustrates magazine going to press in the Von Hoffmann plant, and a tip-in insert is shown as an example of a bindery service.

Shellmar Buys Plant in South

Shellmar Products Corp., Mt. Vernon, Ohio, printers, lithographers, and producers of flexible packaging materials, recently acquired a 99 percent interest in Standard Printing Co., Columbus, Ga., in a share-for-share exchange of common stock.

Standard Printing has been engaged principally in printing sheets and rolls of cellophane.

Posters Honored in Chicago

Presentation of awards in the 20th national competition and exhibit of outdoor advertising art was made at a dinner in the Sheraton Hotel, Chicago, May 27. First grand award, a gold medal, went to National Biscuit Co. for its 24-sheet poster "I Always Settle For Ritz Crackers," produced by Continental Litho Corp. Second grand award, a silver medal, was another Continental Litho Corp. job, "Rugged Power," made for Atlas Supply Co. Third grand award medal in antique bronze was given the Coca Cola Co. for the "Good" poster made by Forbes Litho Mfg. Co. Bronze medals were also awarded first place winners in each of 13 classifications for paper posters, and four for painted signs, while framed certificates were given second and third place winners in these 17 groups. Other certificates of merit were presented for the designs selected for inclusion in the "100 Best" posters for the year.

The contest, as in the past, was sponsored by the Art Directors Club of Chicago. Selection of the winners was made in January but presentation of awards was deferred until the 55th annual convention of the Outdoor Advertising Association of America, which was held in Chicago May 25 to 29. Following the dinner an exhibit of the "100 Best" was opened June 2 at the Marshall Field & Co. department store in Chicago for a two-week showing.

Nashville Firm Adds Two-Color

The Methodist Publishing House, Nashville, Tenn. added a Harris 42 x 58" two-color offset press to its expanded plant recently.

Phila. Company Adds Cutter

Majestic Press, Philadelphia, recently added a Seybold 50" cutter to its plant.



Vulcan Advances Hemes

Edward C. Hemes, (above) formerly general manager, has been elected a director and executive vice president of Vulcan Rubber Products, Inc., Brooklyn, N. Y., manufacturers of industrial rubber products, including offset blankets.

New Uarco Plant Running

Uarco, Inc., Chicago manufacturers of business forms, has begun operations in its new branch plant, recently completed at Watseka, Ill., which is to be devoted to production of autographic register forms for distribution in central and southern states. The \$400,000 building, of modern factory design, contains 64,000 sq. ft. of floor space. Personnel at the start numbered 150 men and women. Removal of rubber plate printing operations to Watseka has released considerable space in the Chicago plant at 5,000 S. California Ave., where most of the company's offset work is done and a considerable expansion of offset equipment is planned. Other Uarco branch plants are located at Cleveland, O., Oakland, Calif., and Deep River, Conn.

Ohio Firms Add Equipment

A. L. Garber Co., Ashland, Ohio, put in a Seybold Hydrodrill multiple spindle drilling machine, it was announced in May. A Seybold 50" cutter was installed at the plant of Merrick Lithograph Co., Cleveland, and Red-Mar Press, Inc. Toledo, added a Harris 22 x 34" offset press.

LNA

Greetings

LITHOGRAPHERS
NATIONAL ASSOCIATION

47th
ANNUAL CONVENTION
June 10, 11, 12, 1952 The Greenbrier
White Sulphur Springs, W. Va.

Congratulations to L.N.A. — whose efforts have done so much for the betterment of the lithographic industry. *Fuchs & Lang* and *Rutherford Machinery* will continue to do their share for the industry by manufacturing the finest lithographic inks, supplies and pressroom equipment.

Everything for the Lithographer

FUCHS & LANG MFG. COMPANY
RUTHERFORD MACHINERY COMPANY

DIVISIONS OF SUN CHEMICAL CORPORATION

10TH STREET & 44TH AVENUE • LONG ISLAND CITY 1, NEW YORK

BOSTON • CHICAGO • CINCINNATI • CLEVELAND • PHILADELPHIA • ST. LOUIS
PORT WORTH • SAN FRANCISCO • SEATTLE • LOS ANGELES • TORONTO

Promote PIA Convention

"More Profits Through Better Management" will be the theme for the Printing Industry of America convention, which will be held in St. Louis, October 12-18, at the Chase Hotel. The first of a series of broadsides has been mailed to 5,000 printers in America. In addition, graphic arts industry suppliers will arm their salesmen with these informational mailing pieces, and they will distribute them.

Forty-six local graphic arts association secretaries also will use this promotional material to stimulate interest in the convention among their local members and twenty-two Printing Industry of America directors-at-large will direct personal letters and mailing pieces to key printing industry members, in the areas they represent.

A 256-page book is now in preparation for this convention. It will include a story of the Associated Printers and Lithographers of St. Louis, as well as other information and reference data. Thirty-two industry exhibits will be seen in the lobby of Hotel Chase for the purpose of showing the modernization and growth of our industry.

Agency Briefed on Offset

Developments in offset lithography, and the present-day use of the process for advertising material, were discussed in one of a series of weekly meetings on advertising production being held in New York by the William Douglas McAdams advertising agency. The meeting, held June 4, was addressed by H. C. Latimer, head of the general information service of the Lithographers National Assn. He demonstrated some of the basic advantages of the process, the reasons why copy sometimes is prepared specially to take advantage of offset's plate economies, and outlined the six general reasons for the use of the process.

The McAdams agency prepares a considerable quantity of advertising material for clients, and specializes in the pharmaceutical field. The meetings, under the direction of Victor Trasoff, art director of the agency,

are so well attended that a theatre in the RCA building is being used.

Supplymen Elect Atchison



Dave Atchison (above), Roberts & Porter, Inc., was elected president of the New York Printers Supply Salesmen's Guild at its annual meeting at the Advertising Club May 8. He succeeds Ted Broadston, Harris-Seybold Co. Fred Pinkerton, Reinhold-Gould, Inc., was named vice president; Joe Avery, Ideal Roller & Mfg. Co., is treasurer; Ed Johnson, Falco Co., is financial secretary; Roy H. Sandvik, E. O. Vandercook & Sons, recording secretary; and Meyer Lewis, A. F. Lewis Co., historian. Two men were elected to the board: F. E. Jones, Harris-Seybold Co., and Jack Keating, Ernest Payne Corp.

Speakers at the meeting were William Walling, Rogers-Kellogg-Stillson Co., president of the New York Employing Printers Assn., and Carlton Mellick, Miehle Printing Press & Mfg. Co., Chicago, president of the International Printing Supply Salesmen's Guild. Mr. Broadston was presented with a plaque as a tribute to his service as president.

Phila. Firm Adds Two-Color

Robert H. Liess Co., Philadelphia, installed a Harris 22 x 34" two-color offset press during May. This is said to be the first such two-color press in that city.

Markets Ink Saver

"Surfa-Seal," a liquid which can be sprayed on ink in containers or press fountains to prevent skinning, is being marketed by Maurell Products, 1150 S. Shiawassee, Owosso, Mich. It is applied with a common sprayer, such as that used for insecticides, and is claimed to prevent skinning, and keep the ink ready for use. Upon use, the Surfa-Seal is stirred into the ink without affecting its properties, according to a folder issued by the company.

Talk on Management

Printing plant management was the subject of the Chicago Craftsmen's Club's May 20 meeting with two executives of the John A. Patton Management Engineers, Inc., Chicago as speakers. Talking on the topic "Be A Better Graphic Arts Executive," John A. Patton, head of the firm of management consultants, outlined the ingredients of successful management and cited examples where executives fail and how the efficiency of management operations might be improved. Qualifications and selection of supervisors were discussed with instances of methods that have proven successful in development of leadership qualities.

Following Mr. Patton, the company's executive vice president, William R. Prada reported on some of his firm's experiences in counseling printing plant executives in different cities. Also shown during the meeting was a film which pointed out the qualities of a good executive and presented the responsibilities of successful management.

Calls for Creative Selling

More creative selling to tap new markets was urged on the printing and lithographing industries last month by Arthur A. Wetzel, president of the Printing Industry of America, addressing the annual PIA northwestern conference in Seattle. Mr. Wetzel, who is president of Wetzel Brothers, Inc., Milwaukee, lithographers and printers, also called for reduction of expenses and increased productivity. He cited house magazines and annual reports as two major sources of business which were "scarcely heard of 15 years ago." Creative selling, he said, means putting emphasis upon developing new markets and new uses for printing instead of taking business away from competitors in a mad scramble for the present available business.

Joins Hollywood Firm

Harold Mountain, formerly with Walker Press, Paris, Canada, lithographing firm, recently joined John M. Shull, Hollywood color photography concern.

specify

WESTON'S

25% RAG CONTENT



bonds

WESTON BOND
WESTON OPAQUE BOND
Weston's MERIT BOND
Weston's MERIT OPAQUE
RESEARCH BOND



ledgers

Weston's BLACKSTONE LEDGER
Weston's COURT LINEN LEDGER
APPRAISAL LEDGER



machine accounting

Weston's TYPACOUNT POSTING



index bristols

Weston's TYPACOUNT INDEX
Weston's MERIT INDEX



specialties

WESTON'S OPAQUE SCRIPT • BYWESCO MANUSCRIPT COVER • SUPERIOR MANUSCRIPT COVER

When your paper merchant recommends one of these WESTON 25% rag content papers, he has the best interests of you and your customer in mind. The WESTON name is a guarantee of quality and performance . . . on your presses and in your customer's hands.



BYRON WESTON COMPANY

MAKERS OF PAPERS FOR BUSINESS RECORDS . . . SINCE 1863
DALTON • MASSACHUSETTS

\$6.35 Wage Rise in Chicago

The Chicago Lithographers Association and Chicago Local No. 4, Amalgamated Lithographers of America, last month ratified a new wage pact granting a raise of approximately \$1,000,000 a year to about 3,000 employees of the association's member plants. Wages of other union workers in plants which are not members of the association will likewise be raised, bringing the total additional wage cost to the litho industry in Chicago to over \$1,300,000 a year.

Specifically, the agreement between the employers and the union provided for a weekly raise of \$6.35 across the board for the 3,000 employees of the association's member plants. This works out to a total annual raise per worker of \$330.20 a year. The union had asked for a weekly raise of \$12 per employee or \$624 a year.

One other change was made in the wage arrangement, according to James Armitage, vice president of Inland Press and president of the Chicago Lithographers Association. Formerly union employees were granted a paid vacation of three weeks after five years of service, but under the new arrangement a 3-week vacation will be granted after two years, he said. No change was made in the prevailing health and welfare plan or in other details of the contract, Mr. Armitage stated.

Negotiations for the new contract were under way for almost two months, in meetings usually held at the Union League Club. Employers signed the new pact on May 16 and ratification by the union followed at their meeting May 18.

Offset Scores in Book Show

The third annual exhibition of Chicago and midwestern bookmaking, sponsored by the Chicago Book Clinic, which was shown at the Chicago Public Library during May, included 23 books printed by offset in a total of 60 books accorded "Top Honor" rating in a contest. Seven Chicago lithographers and two from other cities were listed as producers of the 23 offset volumes. R. R. Don-

nelley & Sons Co. was represented by 9 volumes, Rand McNally & Co. had six, and Photopress, Inc. two, while the following were credited with one each: Newman-Rudolph Lithographing Co., Raynor Lithograph Co., Univ. of Chicago Press, Edw. Keogh Printing Co., Copityer Lithograph Corp. and Fine Arts Lithographing Co.

A total of 226 books was submitted by 61 publishers for judging.

THROUGH THE GLASS

THAT alleged smog in Los Angeles isn't coming from litho and printing shops. The director of the LA County Air Pollution Control Authority said recently that "the printing industry is virtually alone in being a major manufacturing field that produces no smog."

Speaking of LA, D. J. Gould, director of public relations of Western Lithographing Co., recently presented the color film "How to Make a Good Impression" at a meeting of the Advertising Club of Pasadena, not a million miles away.

Speaking of California, J. E. Hamilton of Schmidt Lithograph Co., San Francisco, recently was elected second vice president of the Credit Mfrs. Assn. of Northern and Central California.

Speaking of credit and finance, E. H. Schultz, Gugler Lithographic Co., Milwaukee, recently was made a vice president of the Milwaukee branch of the Controllers Institute of America.

Speaking of institutes and institutions, Columbia University in New York has announced the establishment of a graphic arts center, and will grant a liberal arts college degree in this field. In this center, persons obtaining a college degree can receive more than one-half of their credits in such subjects as printing, typography, book production, and allied fields. Thomas Roy Jones, Chairman of ATF, sent copies of a Columbia booklet describing the plan to many industry people, and offers further copies to those interested.

Accompanying the display of winning books was a series of wall panels showing the step by step production of a book, from the original design through the bindery. Eight large photomurals also presented views in the bookbinding plant of the John F. Cuneo Co., these being selected and enlarged from a booklet "Plan For A Good Book," which the Cuneo Co. issues as a guide and handbook for publishers.

Speaking of printing, two Cincinnati printing industry executives will present a trophy annually hereafter to the chairman of an Ohio State Junior Chamber of Commerce committee who has done the most outstanding job during the year preceding the annual convention. The executives are Edward H. Tiemeyer, owner of the Mail-Way Advertising Co., and Lee Augustine, vice president of the Printing Machinery Co. Both were among the founders of the state organization.

Speaking of machinery, proper instruction on operation of electric shop mules should be given all who have occasion to use them, the National Safety Council's printing and publishing section advises in a recent bulletin. Cited in the discussion is the case of an assistant pressmen in an offset department, (not named) who was attempting to stop a mule. He was standing in front instead of behind and to one side when releasing the spring loaded handle. This struck him in the ribs but, while no bones were broken, the man lost ten days' time nursing a sore side.

Put up "No Running" signs and enforce them, the Council bulletin also advises, in telling of a packer boy who fell while running down an aisle in the pressroom, dislocating a shoulder and losing six weeks' time in consequence.

Stephen Rubenstein, Louis Ginsburg, Joseph W. Mazzaferri and Herman Britz, all of the Colorcraft Lithoplate Co., Philadelphia, have joined the Junior Executive Club of Philadelphia.★★

The Welch **DENSICHRON** Reflection Transmission Densitometer for the **GRAPHIC ARTS**

UNSURPASSED STABILITY
EXCEPTIONAL LIGHT SENSITIVITY
PATENTED MAGNETIC MODULATION
NO ZERO ADJUSTMENT
ADJUSTABLE REFLECTION MEASURING AREA
FROM $\frac{1}{8}$ to $\frac{3}{8}$ INCHES DIAMETER



Reflection Unit



Transmission Probe



Amplifier

APPLICATIONS IN THE GRAPHIC ARTS INCLUDE

- Measuring densities of continuous tone, screened negatives, and positive transparencies in photo-engraving.
- Analyzing color on materials having a pattern which require measurements on small areas.
- Balancing light on the copy board of a camera.
- Controlling tone in all printing processes, including the actual press run.
- Measuring densities of negatives and positives transparencies in albumen and deep etch photolithography.
- Measuring densities for retouching and correction.
- An instrument by which standards for color tone and density can be set-up by art editors.
- Checking the color printing ink on paper.

The DENSICHRON is supplied complete with a blue-sensitive light probe, five measuring apertures, a cone with $\frac{1}{8}$ inch aperture and metal support for the probe unit. The current consumption is 30 watts. For operation on 115 volts—60 cycle A C only.

No. 3830A—Transmission Densitometer	Each \$225.00
No. 3836 —Complete, Reflection Densitometer	Each 315.00
Complete Transmission and Reflection Densitometer with One Amplifier	Each 360.00

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Manufacturers of Scientific Instruments and Laboratory Apparatus

Describe Long Run Plates at Craftsmen's Conference

PRESS runs of from one to four million impressions have been made by lithographers using the tri-metal plates distributed by IPI. Dr. Paul Hartsuch, of the company, stated at the 6th district conference of the International Assn. of Printing House Craftsmen in Chicago May 10.

In one metal decorating plant, Dr. Hartsuch said, he has supervised runs with nine IPI tri-metal plates which averaged 1,040,000 impressions each. Another company, he added, has run over 1,000 ungrained plates for over a million impressions each.

Dr. Hartsuch's talk was a feature of the Craftsmen's annual spring conference held at the Furniture Club, Chicago. Included in his discussion was a step by step demonstration of the preparation of tri-metal offset plates from the photographing of the copy to the final perfection of the job. Prior to the meeting the plates had been coated in the Raynor Lithographing Co's shop. A proper sink was lacking on the stage and processing was affected by the "parlor" surroundings but otherwise all successive steps as shown to the audience, were successful. Dr. Hartsuch was assisted by James Smithers, assistant foreman, camera and platemaking Dept. of Raynor Lithographing Co., Chicago.

After referring to characteristics of the other types of multi-metal plates, Dr. Hartsuch continued with an explanation of the several ways for their preparation. He called attention to the non-fuming etch, for etching the chromium, and pointed out that without this preparation the audience might have been obliged to wear gas masks. Graining of IPI tri-metal plates is handled by the Chicago Litho Plate Graining Co., Dr. Hartsuch said, although some of his company's plates are now processed without graining.

Processing of tri-metal plates during the hot humid summer season, Dr. Hartsuch declared, can be ac-

complished without the vexatious difficulties encountered in preparing regular deep etch plates. He also explained how changes in the plates may be made by chemical or electrochemical means. Regarding the graining or lack of graining on multi-metal plates, he said there is a field for both types of plates.

Following Dr. Hartsuch's demonstration and discussion the meeting was thrown open to a round table clinic with Lester P. Raynor, vice president of Raynor Lithographing Co., Chicago, as moderator, and with Dr. Hartsuch and the following to handle the questions:

Ernest Blaha, pressroom foreman, The Inland Press, Milwaukee, Wis., Paul Hanson, vice president, Chicago Litho Plate Graining Co., and Ray Bishop, foreman, layout Dept. Photopress, Inc., Chicago.

Numerous questions were asked about lithographic ink problems, and lively interest was shown in an inquiry about the new offset washup solvents.

At the Inland Press plant in Milwaukee, Mr. Blaha said, he has had excellent success with one process that he had learned about in reading *Modern Lithography*. It took time, he said, to learn how to use it to best advantage, but where directions are followed he had found that after just one washup he could go ahead with the next job calling for a change of ink. He also noted that with this preparation the glaze caused by scum and dirt on the rollers comes off with the fresh ink. This, he said, eliminates need for removal of the rollers and a lot of scrubbing.

Some 120 Craftsmen from the Chicago, Milwaukee-Racine and Rock River Valley Craftsmen's Clubs attended the one-day conference. Thomas P. Mahoney, of the Regensteiner Corp., Chicago and International 3rd vice president, spoke briefly at the morning session. General chairman of the conference was the Chicago Club's president, Arthur S. Col-

ton, of C. O. Owen & Co., Maywood, Ill., book publishers.

Illinois Co. Adds Press

Strathmore Co., Aurora, Ill., added a Harris 21 x 28" offset press, it was announced last month.

Check Printers Add Cutter

DeLuxe Printers, Chicago, recently installed a Lawson 39" cutter.

Goes Acquires Building



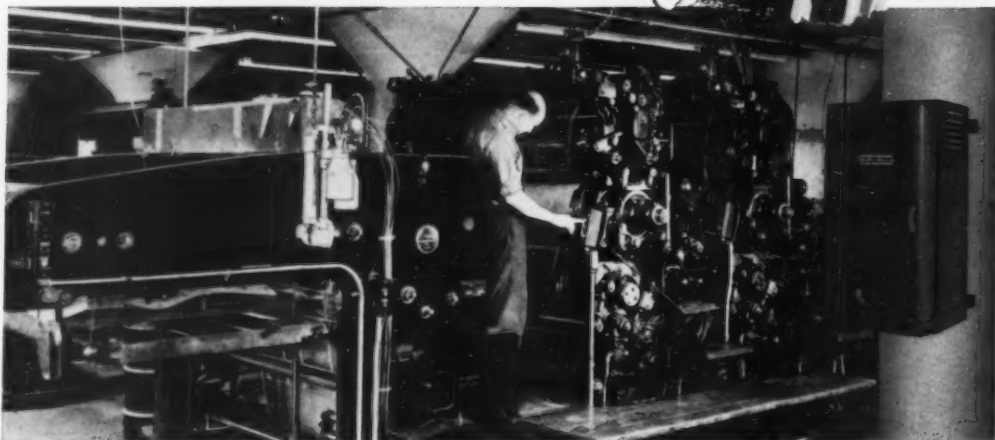
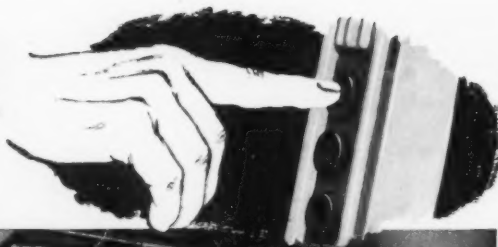
Goes Lithographing Co., pioneer Chicago color lithographing firm, has bought the four story brick structure (shown above) at 6320 S. Harvard Ave., Chicago, in a move to consolidate production and warehousing facilities. Announcing the purchase, Charles B. Goes said the growth of the Goes line of stock certificate and bond blanks, bordered blanks, calendars, calendar pads, sheet pictures, blotters, and specialty letterheads made this expansion necessary. The 40,000 square feet in the Harvard Avenue plant boosts the total production capacity of the Goes firm to more than 110,000 square feet.

The Goes Company, since its founding in 1879, has been credited with many firsts in its field, a company announcement states. Early press rooms were near the present Washington and Wells Streets intersection adjacent to the Chicago "Loop." Later moves took the firm to Monroe and LaSalle Streets, to 160 West Adams St. and, in 1902, to their block-long plant at 42 West 61st St.

In this last location the firm pioneered both the Harris offset cylinder press and Huebner-Blystein photo-composing machinery. The specifications for the first Harris Press were those of Charles B. Goes, father and grandfather of members of the family now active in the company. The first successful photo-composing machine for the positioning and exposing of press plates was built in Goes' State Street camera and art department, it was stated.

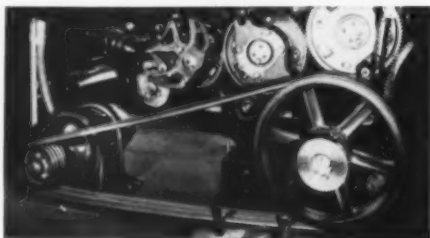
Officers of the firm now active in management are Arthur A. Goes, president; Charles B. Goes, Jr., vice-president and treasurer; George W. Goes, secretary; and Charles B. Goes III, general manager.

FINGER-TIP CONTROL OF PRESSES



2-color Offset Press in plant of
Chicago Offset Printing Company.

Shown is the Cline-Westinghouse Motor Belt Drive, the Push
Button Station on the press and the Cline Universal Controller.



Cline - Westinghouse DRIVE EQUIPMENT

The presses of the CHICAGO OFFSET PRINTING COMPANY provide excellent examples of "push-button" printing *at its best*. Equipped with Cline-Westinghouse Drives and Cline Universal Controllers, with push-button stations on the presses, the operators touch a button and the presses respond to their wishes . . . *instantly and unfailingly*.

Starting or stopping, increasing or decreasing speed, inching along or reversing . . . the men who man the presses say that for complete, accurate control nothing equals Cline Equipment. They also know that Cline-Westinghouse Drives and Controls are rugged and dependable . . . simple to operate *without any complicated control circuits*.

Everything electrical needed in a modern printing plant . . . letterpress, offset, rotogravure or newspaper . . . is available from Cline. And back of it is over 40 years devoted to the origination, perfection and manufacture of electrical equipment for printing machinery.



Cline

ELECTRIC MANUFACTURING COMPANY

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San Francisco 8, California • New York 17, N. Y.

Chicago Co. in New Building

American Plana-Lith Co., Chicago, expected to be settled in its new plant at 1432 N. Kilpatrick Ave., by July 1, John Creatura, superintendent, announced last month. Founded in 1936, facilities at its 161 W. Harrison St. quarters have been outgrown, he said, and the new building, 1½ stories high and containing 7,200 sq. ft. of floor space, will make it possible to bring all facilities under one roof. The company specializes in production of brochures, catalogs and technical instruction manuals.

Amer. P. & L. in New Plant

American Printers and Lithographers, Inc., 41-year old Chicago combination plant, was getting settled this month in its newly constructed building at 2245 Logan Blvd., in an outlying northwest section of the city. The one-story structure, contains approximately 25,000 sq. ft. of almost unobstructed working space, there being only six posts for roof supports

in this area, according to Wallace Weinress, vice president and sales manager. Plans were drawn by the same firm of architects which has designed several other printing plants recently built in Chicago. This broad experience was utilized in preparing interior plans that take full advantage of the floor area to insure a streamlined layout for efficient operation.

Installation of a new Miehle No. 61 press was completed prior to the formal opening of the plant on June 1, while three Harris offset presses were on order for erection as soon as possible. Mr. Weinress said. A Cleveland folder, new Linotype machine and considerable other letterpress equipment also have been added to facilities.

American Printers & Lithographers, Inc., formerly known as American Printers & Stationers, was established in 1911, by Samuel Weinress and his brother, Wallace. For a number of years they had a downtown location in the Rand McNally

building at 538 S. Clark St. Plans for a new plant to accommodate the rapidly growing business had been under consideration for some time, and these were crystallized into a reality, Mr. Weinress said, when the U. S. Treasury Dept. took over the Clark street building, and served eviction notices on all tenants there. The company features a creative art service and fine color work on folders, catalogs, counter displays and general advertising products.

Visit Chicago Ink Plant

Members of apprentice training classes at the Chicago Lithographic Institute, numbering approximately 100, saw every step in the manufacture of printing, engraving and lithographic inks early in May, as a practical supplement to their studies. They were guests of Gaetjens, Berger & Wirth, Inc., at the company's Chicago plant. Arriving from noon on, as classes were dismissed, the men went through the factory in groups.

for a perfect understanding

of your offset printing requirements

Chicago's largest fine photoengraving organization
offers full-color process separations; dot-etch positives;
power-press proofing and progressives;
line, halftone and highlight negatives; blow-ups . . .
backed by J & O's unsurpassed standards
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ask about



special color positives and proofing for
Lithure or Tri-Metal Plate printing



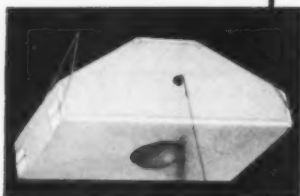
JAHN & OLLIER
ENGRAVING COMPANY

OFFSET REPRODUCTION DIVISION

817 WEST WASHINGTON BLVD.
CHICAGO 7, ILLINOIS
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FINE REPRODUCTIONS FOR OFFSET PRINTERS

See what these Chemco aids will do for your darkroom!



You can get plenty of illumination **PLUS** safety and convenience with the Chemco Safe-light. Everything about this compact, versatile unit is designed with all around *usefulness* in mind, from the separately controlled inspection light to the quick and easy way it can be mounted in the position most suitable for *your* needs! Uses two 8" x 10" wratten series #1 safelight filters and a 75 watt R-30 floodlight lamp . . . all supplied and easily changed.



Light weight, long useful life and real economy are three things everyone wants in a tray. You *get all three* in Chemco Plastic Trays! They are two ways more serviceable than stainless steel and three ways more serviceable than porcelain enamel! The tough opaque white plastic, in one piece reinforced construction makes these trays absolutely corrosion proof to every chemical you use of operating strength. Order Chemco Plastic Trays in any standard size.



Preparing a better fixing bath is as simple as this: For film, add 4 parts water to one part **CHEMCO POWER-FIX** . . . for paper, add 7 parts water to one part **CHEMCO POWER-FIX**. You'll get uniform, faster fixing and longer usable bath life every time!

INQUIRE . . .
AND ORDER
FROM ANY
BRANCH!

. . . AND USE CHEMCO ROLL STRIP FILM . . . A FINER
FILM WAS NEVER HANDLED BY AN OPERATOR!



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W. E. Booth Company, Ltd., Toronto, Montreal, Quebec
WEST COAST AGENTS: California Ink Company, Inc., San Francisco,
Los Angeles, Portland, Salt Lake City, Seattle

Seek Instructors for Phila.

With the expectation that the new lithographic educational department of the Murrell-Dobbins Vocational Technical School will be ready in September, Printing Industries of Philadelphia, which sponsored the project, is interviewing prospective teachers.

According to Thomas H. McCabe, public relations director of PIP, the instructors for both the day and evening courses will be drawn from the lithographic and printing industry.

In the case of the day instructor to be selected, Mr. McCabe said, he will be hired on a substitute teacher status in the regular public schools of Philadelphia. However, to qualify permanently for the job, the man drawn from the industry, will have to take special courses at the University of Pennsylvania, to receive a regular teacher's appointment.

This is necessary to comply with Board of Education standards. The evening instructors, however, will be aired on their skills and will not have to study for special credits.

Mr. McCabe has been working on the lithographic education project for several years. He teaches a PIP-sponsored course at Murrell-Dobbins, "Introduction to the Graphic Arts." He also teaches the association's class at PIP headquarters, "Foreman Management and Training Courses." This course is devised jointly by the Lithographic Technical Foundation, Research Institute of America, and Printing Industries of America, Inc.

Mr. McCabe said the industry in Philadelphia has shown considerable interest in the plans for the first lithographic course to be offered in the public schools of that city and that several prospective instructors have already been interviewed.

Otterbein Press Expands

Expansion of the pressroom facilities at the Otterbein Press, 230 W. Fifth St., Dayton, Ohio, includes a new two-color offset press. Floyd Phillips, superintendent of Otterbein's offset printing department, said the Evangelical United Brethren Church publications will be printed

on the press. Addition of other equipment in the expansion program will bring the total cost to about \$190,000.

Kodak Abandons "Fair Trade"

Eastman Kodak Co., Rochester, has announced that it is ending its "fair trade" pricing agreements with its dealers throughout the U. S. This means that individual dealers will set prices on Kodak products in free competition, and will not be bound by retail prices set by the company.

WSB Okays Cincinnati Rise

The Cleveland regional office of the Wage Stabilization Board has approved a general increase of 2.4 cents per hour for 55 employees of the United States Playing Card Co., Cincinnati, Ohio, effective Jan. 1, 1952. The employees are members of the Cincinnati Printing Pressmen & Assistants Union No. 11, affiliated with the International Printing Pressmen & Assistants Union of North America.

HERITAGE EARNED

This Company is the only firm of Roller Makers in the United States eligible to Membership in New York's famous One Hundred Year Club. For a century and a quarter the founder of this Company and his successors manufactured rollers in the lower section of Manhattan, each New York City factory being located within a stone's throw of our original location on William Street. Since those days bigger and better factories have been equipped in New York, to meet the everchanging demands of the Graphic Arts Industry. Also factories established in other large printing centers where time and freight were important items to the users of Rollers. Many new types of Rollers have been developed. Today we are the only Roller Makers selling and servicing every type roller used in the Graphic Arts Industry.

At the addresses listed below our Rollers are sold and serviced.

"One Good Roller on Hand is Worth Three on the Way. Binghamize Your Presses Without Further Delay"

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1315 Race St., Philadelphia, Pa.
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SPRINGFIELD, MASS.
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VARNISHING... at High Speed lifts production and profit!



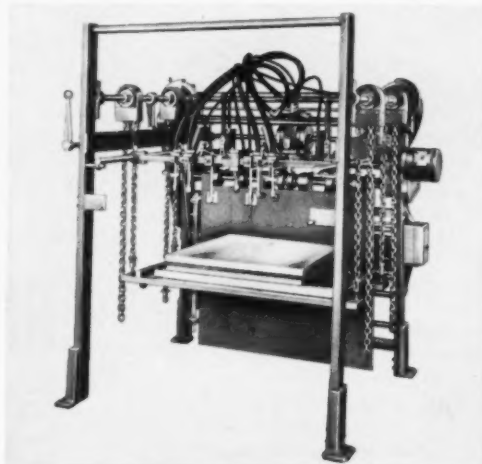
The Christensen Varnisher with continuous stream feeder

Varnishing — of labels, covers, promotion pieces, etc., raises your profit on any job on which it is used

- The Christensen operates at almost double the speed of other varnishers
- Sheets are fed in at top of cylinder, with guides, registers, etc. in clear view and easily reached for adjustment. Misfed sheets are carried to reject tray without stopping machine or slowing production and sheets are under gripper control from feed-in to delivery
- Dusting roller cleans sheets before varnishing and keeps fountain dust-free
- Sheets pass through drying oven in two layers, one above the other, at one half the speed of the varnishing operation
- Oven is shorter, saving space. There are no flames in the oven, hot air being supplied by heaters outside of it
- At each step, these Christensen features make for speed, high production, easy control, clean work, fast drying and better delivery
- The Christensen Varnisher is sold as complete unit: feeder, varnisher, oven and delivery, thus centering responsibility for proper co-ordination of operating units upon a single source

Write for literature.

Dexter Continuous Reloading Metal Sheet Feeding



*means Fewer Stops,
More Uniform Quality,
and Increased Production!*

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge, 36 x 44" to 14 x 16", loads up to 6,000 lbs. • The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point • Reloading mechanism eliminates need of stops to reload • Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production • Fewer stops and less tripping make for work of more uniform quality • There is no marking or scratching of sheets • Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors • Feeders can be supplied to handle up to 16 gauge, 48 x 144" and 30,000 lb. load • Write for literature

Dexter Folder Company *General Sales Offices*

330 West 42nd Street, New York 36, N.Y. [Chicago, Philadelphia, Boston
Cleveland, Washington, St. Louis]

Ideal Litho Co. Formed

Ideal Lithographing Co., newly organized Chicago offset firm, opened for business at 525 S. Dearborn St., late in April, with H. A. Behling as executive vice president, in charge of the new corporation's operations. For the present, Mr. Behling said, the company mainly will handle the printing formerly done by the Simoniz Co., in its own private offset department, which was liquidated in March. Later, he said, it was expected to take on other accounts. At the start, two Webendorfer presses were installed, while other equipment was to be put in later.

Abandons Private Plant

The Simoniz Co., Chicago manufacturers of waxes and polishes, has liquidated the private offset printing department which has been operated many years in its plant for production of printed material used in its business. Asked why this action was taken, a spokesman for the company said "We're interested principally in

production of waxes, not in printing. And, besides, we needed the space occupied by our printing department for expansion of manufacturing facilities for our products." Listed for sale by the liquidating company were four offset presses of two makes and various ages, also a power cutter and a folder.

Chicago Co. Adds Press

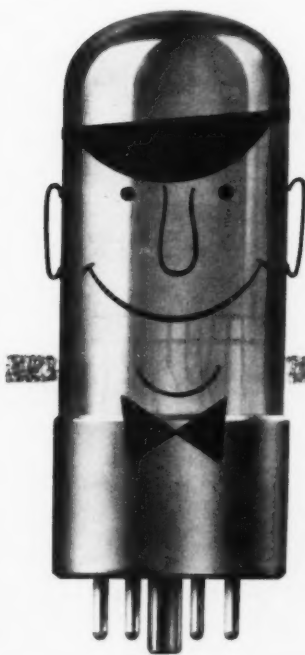
Spalding Publishers, Chicago, has installed a new Harris 17 x 22" single color offset press in its south side plant at 754 E. 76th St. The company was founded 15 years ago, D. K. Cowan, one of the proprietors said, and specializes in production of lithographed church bulletin covers, although some general commercial work also is handled. The cover business has been developed by mail and by advertising in church publications, and comes, he said, from all 48 states, Alaska, Hawaii and Canada. Recent growth of this widespread business made addition of a new press imperative, he said.

Adds 2-Color in Move

Crowdson Printing Co., Chicago combination plant, has expanded its offset facilities by adding a new Harris 22 x 34" 2-color offset press. Installation was made coincident with the move on May 1 from the former Grand Avenue location to new quarters at 626 S. Clark St. The company put in its first Harris offset press seven years ago, B. T. Wojer, superintendent, said, then four years later added a second, and, with the latest 2-color press, now has equipment for all present needs. The move to the Clark St. address, he said, gives the company 2½ times as much floor space as was formerly available.

Howard Co. Shows Plant

Improvements in The Howard Co. plant, Peoria, Ill., lithographing firm, were shown to clients and other visitors in an open house event May 23. Snacks, refreshments, music and entertainment were provided, and the plant was shown in operation. Rex G. Howard heads the concern.



Let's face it . . .

Ten years of painstaking research by an outstanding electronics engineer, also a practical photoengraver, developed the basic principles employed in the LUXOMETER which are protected by U. S. Patents. During this research many other principles were developed and ultimately discarded as being unsatisfactory. There is an old adage - cheap is cheap - buy the best and standard of the industry - Light integrating instruments were pioneered by us, the recognized leader in this field. Thousands of satisfied users attest to this leadership.

The *Luxometer* is an instrument for integrating light. It automatically shortens or lengthens the period of exposure to compensate for fluctuating light intensities.

See your dealer or write for full details and information on free trial offer.



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Dept. M, 15 N. Virginia Ave. Atlantic City, N. J. U. S. A.

Prominent Users of Strathmore Letterhead Papers: No. 99 of a Series



Despite all the ultra-modern shoemaking machinery that is used in the manufacture of Bostonians, the shoes are still finished at the bench by the skilled, dexterous hands of craftsmen.



Bostonian Shoes

Commonwealth Shoe & Leather Co., Worcester, Massachusetts

QUALITY is in how you make it!

"Make the shoe to fit first—and then to sell" is the policy that Commonwealth Shoe & Leather Company has followed since its business was incorporated sixty-seven years ago. It is this policy, backed by careful selection of materials, that has made Bostonian Shoes one of the most famous brand names in the industry today.

If you are constantly striving to keep your product the "best" in its class, you understand the essential basic value of *quality*—you know that unless quality is made a part of any program of improvement or perfection, the most important single element is missing.

Give a fine product the impressive background it deserves in every phase of your business. Consider the importance of your letterhead—are you proud to have it carry your message?...does it represent quality to the recipient? Use the expressiveness and character of Strathmore Letterhead Papers to transmit the quality you wish to convey. Let your supplier show you what a difference the quality of Strathmore paper makes!

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond. Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

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in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

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This series appears in:



TIME



NEWSWEEK



BUSINESS WEEK



PRINTERS' INK



ADVERTISING AGE



SALES MANAGEMENT



PURCHASING



Miller Salesmen Confer

Sales representatives of the Miller Printing Machinery Co., Pittsburgh, met in a recent conference to study sales policies and engineering features of the recently

acquired EBCo offset press. Discussions were led by officials of the Miller company and of the Electric Boat Co. (General Dynamics Corp.)

New Engl. Ptg. Adds Press

New England Printing & Litho. Co., Bridgeport Conn., recently installed a Harris 42 x 58" two-color offset press.

Stecher-Traung Old Timers

The Silver and Gold Club—the old timers' club of Stecher-Traung Lithograph Corporation, Rochester, N. Y.—held its annual Spring party last month in the Rochester Club. Five new members were inducted.

Mrs. Lucille A. Berg, Mrs. Pearl L. Smith, Clifford T. Ellis, John G. Keiber and Frederick H. Hess. President is Charles Brag; secretary-treasurer is Miss Eleanor M. McCarthy. Head of the arrangements committee for the party was Harold E. Rowles.

Nelson Heads Boston Club

Verner O. Nelson, personnel manager, Spaulding-Moss Co., Boston, was elected to his second term as president of the Personnel Managers

Club of the Boston Chamber of Commerce, at the annual outing and golf tournament, and annual meeting, held at the Woodland Country Club, Newton, Mass., May 20.

Sanderson Bros. Appoints McLean

James P. McLean, former public relations officer of Murphy Army Hospital in Waltham, Mass., has been appointed advertising copy chief on the creative sales staff of Sanderson Brothers, printers and lithographers, North Abington, Mass. Mr. McLean's appointment by Sanderson Brothers is a step in their expanding program to provide more idea service to their accounts.

Montreal Firm Marks 25th Year

Therien Freres, Limitée, Montreal printing and lithographing firm, currently is observing its 25th anniversary year. A printed and lithographed booklet, with Kromekote covers was issued recently to mark the event. The booklet is prepared entirely in French.

GOING LIKE *wild-fire*

Fast as they can be shipped . . . over 600 in recent months . . . in May every business day five or more Printers and/or Bookbinders ordered the

New Junior 17x22 FIVE-FOLD Automatic BAUMFOLDER . . . Goldmine

Only **\$85** initial and \$40 per month for 30 months.

It's a many-purpose, many-PROFIT 5-fold automatic folder . . . automatic rotary cutter (cuts out bleed trims and end trims WHILE folding) . . . automatic scorer . . . automatic PERFORATOR (accurate to a hair, end to end).

Five folding plates . . . 60 different styles of folds . . . 4 pages to 24 pages in one operation. Folds thinnest bible stock or onion skin. Perfection in accuracy . . . no less. Production that creates GOLDEN profit . . . has broken through the "ceiling" that paper can travel automatically . . . the ultimate in production (profit). It will pay for itself over and over long before you pay for it.



The illustration shows the Friction-Fed Model. The Suction-Pile Feed same initial but \$13 per month additional.

RUSSELL ERNEST BAUM INC.

615 CHESTNUT STREET
PHILADELPHIA

THIS DEEP ETCH TABLE



MAKES THE DEEP ETCH PROCESS SIMPLER • EASIER • SAFER

With this newly designed unit your plant is free from the objectionable odors and caustic fumes which formerly filled your plate room. The net results are better work from a more satisfied group of workmen.

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Harris Adds Three in Southwest

Appointment of a new branch manager and two additions to the sales staff were among personnel changes announced recently by Joe McConnaughey, Jr. Southern district manager for the Harris-Seybold Co. Herbert A. Asten, has been promoted from sales representative to Southwestern branch manager, and goes to Dallas, replacing Gordon M. Hughes, who has formed his own printing firm. Although born in London, Mr. Asten attended elementary and secondary schools in Charlotte, N. C. He spent three years in the navy and was graduated in 1947 from Carnegie Tech with a degree in printing. From 1947 to 1948 Asten was assistant superintendent of Dittler Bros. Inc., in Atlanta, then joined Harris-Seybold as a sales representative covering the Southwest. As Southwestern branch manager he will continue to report to McConnaughey in Atlanta, but will be responsible for a large territory in the Southwest.



H. Asten



Chas. Nash



H. Dahlgren

Two additional sales representatives, Charles D. Nash and Harold P. Dahlgren, have been added to the Atlanta staff. Nash, a native of West Virginia was graduated from West Point with an outstanding record as an athlete and student leader. He became acquainted with the printing industry in the South as a sales representative for Russell Ernest Baum, Inc., manufacturer of folding machines.

A former service representative for Harris-Seybold, Alabama-born Dahlgren has had wide experience as a lithographer in the Armed Forces and with several Southern printing concerns. He will be primarily responsible for sales of Harris litho chemicals and printing supplies.

Coburn color printing business expanded that the company was forced to move one year ago from a small loop location to its present quarters at 732 Federal St., where 5,000 sq. ft. of space, over three times the original shop size, are now occupied. Camera work is done by a trade shop, Mr. Boever said, but the company operates its own platemaking facilities. Other equipment recently added includes a Challenge cutter and a Baum folder.

Gets Pasadena Contract

The Wolfer Printing Co., Los Angeles, has been awarded a \$13,400 contract to print the Pasadena school survey report. The 2000-copy job results from a spirited controversy among advocates and opponents of progressive education.

Show Films at Sales Club

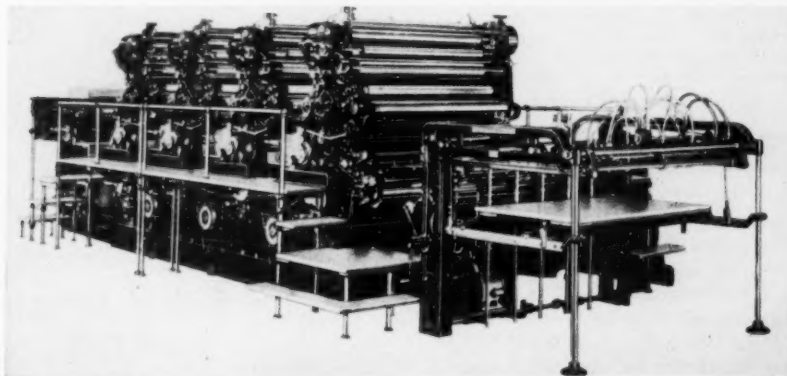
Two films, "By-Passing Sales Resistance" and "Creative Selling," were exhibited at the May dinner meeting of the Los Angeles Printing Sales Club.

Coburn Co. Expands

Coburn & Co., Chicago, completed installation last month of a new 22 x 34" offset press ordered from Electric Boat Co., prior to transfer of EBCo's printing equipment division to Miller

Printing Machinery Co. Opening for business 2½ years ago with one small offset press, the Coburn company now operates a battery of four offset presses, Richard F. Boever, superintendent, said. So rapidly has the

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This chart, composed of four sheets, is 22½ x 26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

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The "TRUE COLOR PROCESS" illustration by
Krug Litho Art Co., Inc., on the previous page was
photographically controlled by the TOTALUME.

F & L Issues Ink Book

A new edition of F & L Standard Colors formulated for offset has been issued by the Fuchs & Lang Mfg. Co., Division of Sun Chemical Corporation, New York. The 68 standard colors shown in the book were lithographed on both offset and coated stock. The index includes complete characteristics of each ink, its name and the number to be used when ordering for large offset presses or Multilith, Davidson and similar small offset presses.

With the exception of a four color process subject, each ink specimen sheet shows screen values, solids, reverses and a halftone. Detachable swatches have been placed at the bottom of each page.

According to E. G. Schreiber, general manager of Fuchs & Lang, the outstanding feature of this catalog is that its use enables the lithographer to order his ink without delay, because F & L has eliminated special time-consuming color matches by maintaining a considerable stock based

on the formulations in the Standard Colors book.

Offers Offset Trade Service

A new trade service for commercial printers in the Columbus, Ohio, area to offer offset lithography has been inaugurated by Byrum Lithographing, Inc., Columbus. James E. Rogers has joined the firm to direct the service. M. C. Byrum, president of the company, announced.

Mr. Byrum said the service, being offered to letterpress printers within a 300-mile radius of Columbus, will enable them to make substantial savings in the production of many items, including complicated forms and record sheets. In effect, commercial letterpress printers will be able to offer their customers the benefits of lithographic production.

Gets Ohio State Contract

The contract for approximately \$225,000 of Class 3 state printing for a two-year period has been awarded to the Akron Printing & Litho-

graphing Co., Akron, Ohio. The F. J. Heer Printing Co., Columbus lithographers, had the contract for Class 3 printing, worth about \$250,000, some 15 years.

1,705th Consecutive Meeting

The Graphic Arts Assn. of Washington, D. C. on May 26 held its 1,705th consecutive weekly luncheon meeting, according to its bulletin "The Typothetan." The first meeting was held in October, 1919, and since that time, without a single break, the members have met each week.

Jas. R. Woodrough Dies

James Richards Woodrough, 73, retired sales manager of the New York office of the U. S. Playing Card Co., Norwood, Ohio, for many years, and associated with the firm for 50 years, died May 13 at his home in Cincinnati.

Mr. Woodrough, a native of Cincinnati, retired in 1945.

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Boston Craftsmen Elect

Robert Pannier, New England Electrotype Co. Boston, was elected president of the Boston Club of Printing House Craftsmen, at the annual meeting and election, held in the Hotel Gardner, Boston, last month.

Harry M. Faunce, The Rumford Press, Boston, was elected 1st v.p.; William J. Leahy, Wild & Stevens, Inc., Newton Upper Falls, Mass., was elected 2nd vice president; and Merrill N. Friend, Spaulding-Moss, Co., Boston, was re-elected secretary-treasurer.

William J. McFarlin, Jr., sales manager, Daniels Printing Co., Boston, retiring president, presided at the meeting of 130. McFarlin inducted three into membership: Albert Basse, Albert Associates, Inc., Boston; Herbert L. Borden, Hub Offset Co., Boston; and Kenneth M. Dolbear, Wakefield Item Co., Wakefield, Mass.

Roland J. Lachapelle, E. P. Lawson Co., and chairman of the club's

education committee, presented 49 diplomas to those who participated in the "Share Your Knowledge" Refresher Course in 1951 and 1952.

Feature of the evening was a Silk Screen Night, with a panel of four experts discussing various phases of the craft and giving demonstrations.

Jon. C. Hagar Dies

Joseph C. Hagar, 85, retired founder and president, of the Rapid Service Press, Boston offset-letterpress concern, died May 22 at the Phillips House, Boston. He lived in Marshfield, Mass.

He is survived by four sons, Donald C. Hagar, plant superintendent and assistant treasurer, Malcolm Hagar, sales manager, of the company; and Joseph A. Hagar.

He entered the publishing business in 1898, when he founded the New England Druggist Publishing Co. in Boston; and founded the Rapid Service Press in 1914, which he turned over to his sons upon his retirement in 1940.

Changes at Livermore & Knight

Howard Knight, formerly president of Livermore and Knight Co., Providence, R. I. lithographing concern, has been elected chairman of the board. Mr. Knight is the son of Richard D. Knight, who founded the business in 1875. Howard Knight has been with the firm 50 years and the last 30 years he has served as president.

Richard B. Knight succeeds his father as president of the company. He entered the employ of the firm in 1938 upon graduation from Princeton University. He became executive vice president in 1942, and also actively managed the advertising business of Livermore and Knight Agency, changing the name to Knight and Gilbert, Inc. He served in the navy from 1942 to 1945. The younger Mr. Knight also is vice president of the Bank Lithograph Co., and is a director of the Phenix National Bank of Providence and of the National Assn. of Photo-Lithographers.

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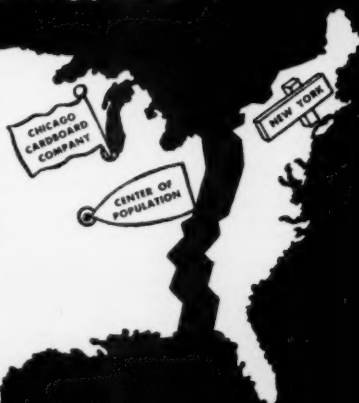
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LITHO CLUB NEWS

Capital Hears Ink Man

The Washington Litho Club concluded its winter and spring season of regular meetings on May 27 at the Hotel Continental, with a talk by Werner Gerlach, superintendent of the Capitol Printing Ink Co., Washington. Mr. Gerlach, a chemical engineer, has been in the ink business 18 years. He spoke on the subject "Lithography Refuses to Stand Still."

Club officers and delegates who attended the convention in Philadelphia of the National Assn. of Litho Clubs, also reported on that meeting. Jack Blades, Acacia Mutual Life Insurance Co., who is vice president of the Washington Litho Club, was elected second vice president of the NALC.

Plans are being made for a ladies night dinner dance in the early summer. Jerry Looney, Navy Hydrographic Office, is in charge of arrangements. This is to be Saturday, July 12, at the Bethesda Country Club.

Discuss Tin Lithography

The St. Louis Litho Club held its April 3rd meeting at the York Hotel, St. Louis. It was an open meeting with 43 attending. Val Vernunce of the American Can Co., spoke on "Lithography on Tin," and compared tin and paper lithography.

The next meeting was to be June 5 when Mr. Herb Leedy will talk on chemicals used in lithography. The St. Louis Litho Club planned its annual boat ride on the "Admiral" June 13.

Boston Visits Strathmore Plant

A group of members of the Boston Litho Club participated in a trip through the Woronoco No. 2 mill of Strathmore Paper Co., West Springfield, Mass., May 17. Merrill N. Friend of Spaulding-Moss Co., Bos-

ton, president of the Boston club, led the group on their three hour tour of inspection to see at first hand the manufacture of fine paper. Robert Bagg was Strathmore host. There were several short talks by mill personnel, who also answered many of the visitors' questions.

The June meeting was scheduled for June 9th at the Hotel Gardner, Boston. Officers were to be elected.

N. Y. Holds Outing

Between 150 and 200 members and guests attended the annual outing held by the New York Litho Club on Saturday, May 24. It was held again this year at Schmidt's Farm, Westchester County. Sports activities included a game of "customer baseball" between lithographers and supply men, cards, horseshoes and other events. Lunch was served, and dinner in the evening. Clearing skies and warm spring weather contributed to the success of the affair.

George Thompson, Litho Chemical & Supply Co., is chairman of the club's entertainment committee.

Twin City Sets Fishing Date

The June meeting of the Twin City Litho Club will be the club's annual fishing trip to Mille Lacs. The dates will be June 20, 21 and 22. At the May meeting in St. Paul on the 22nd, Claire Fry, art director of Brown & Bigelow talked on "Problems Lithographers and Art Directors Have in Common."

Dallas Club Holds Ink Session

The May meeting of the Dallas Litho Club (May 6th) was devoted to offset ink, with the scene of the meeting being shifted to the Dallas plant of Sinclair & Valentine Co. Dr. George Cramer of the S & V research department gave a talk on offset ink and the visitors were also shown how ink is manufactured and tested.

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON

Domenic Bonanno, Secy.
33 Newbern Ave.
Medford, Mass.

CHICAGO

James Ludford, Secy.
216 N. Clinton St.
Chicago 6, Ill.

CINCINNATI

Harold Kniggenberg, Secy.
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CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

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Vandermark Co.
133 Laurel St.
Hartford, Conn.

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E. D. Malone, Secy.
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Dallas, Tex.

DAYTON

Edward Bode, Secy.
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Dayton 4, Ohio

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Norman J. Miller
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Hammond Sullivan, Secy.
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Union, N. J.
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OMAHA

Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO

Robert Elgie, Secy.
R. G. McLean Co., Ltd.
Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street.
Philadelphia 6.
Meets 4th Monday, Peer Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Bigger, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Raymond Benz, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY

Harold Smith, Secy.
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Fred J. Diegelmann, Secy.
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Balto. Honors Past President's

Past presidents of the Baltimore Litho Club were honored at the May 19th meeting of the club with the honor spot going to William Garten, first president of the club. The May meeting was held at the Hotel Stafford where future meetings will be held until further notice.

About 100 members and guests attended, and several club members recalled many old time experiences in informal talks. Mr. Garten for many years in metal lithography, retired recently. He was presented with a certificate of honorary membership in the club, and with a German 400-day clock.

The next event on the club's program is the annual crab feast to be held August 9 at Hasslinger's, Fayette and Luzerne Streets. William Claggert, The Falconer Co., is in charge of arrangements.

At the opening fall meeting in September, Anthony Capello of Philadelphia, retiring NALC president, will speak on "Pressroom Procedures."

New members of the Baltimore club include Thomas W. Ford, Howard W. Cantwell and Joseph H. Winterling.

Cleveland Holds Picnic

The Cleveland Litho Club planned to hold its annual picnic June 7 at the Olympic Outing Club, Vermillion, Ohio. Events included a golf tournament, with competition for the Hoelperl Trophy.

Milwaukee Picnic June 21

The annual picnic of the Milwaukee Litho Club will be held at Becker's Golden Lake Park on Saturday, June 21.

The May meeting was scheduled to be held May 27th at Moser's Cafe, featuring a discussion on long-life offset press plates. Guest speakers were to include Dr. Paul Hartsuch of International Printing Ink describing Tri-Metal Plates, Mr. Weber of Time, Inc., talking on Lithure Plates, and Dick Quinn on Aller Plates.

Dr. George at Conn.

Dr. Anthony George, Sinclair & Valentine Co., was guest speaker at the May 2 meeting of the Connecticut Valley Litho Club at the Hotel Bond, Hartford, Conn.

Dr. George has worked with the Technical Foundation, and for the past ten years has been with Sinclair & Valentine Co. He spoke on research work which is being done, and on some of the latest developments.

The club's annual outing is to be held at Turner Park, Longmeadow, Mass., on Saturday, August 23.

Is Your Club News Missing?

If news of your Litho Club does not appear here every month, designate a club officer or member to mail reports immediately following every meeting. Tell what happened at the meeting, and plans for future events as far in advance as possible.

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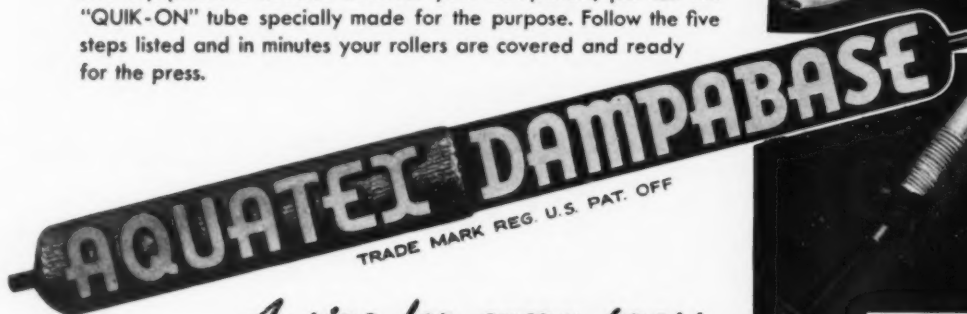
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Pull material over "Quik-On" tube turning material inside out.

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Secure end of material around roller journal, withdraw "Quik-On" tube, pulling material tight on roller.



Secure other end of material . . . trim off excess and roller is ready for use.

N. Y. Craftsmen in Outing

The annual outing of the New York Club of Printing House Craftsmen was planned for June 21 at Blasberg's Grove, Hawthorne, N. J.

Heads Interchemical Laboratories

Norman S. Cassel, a director of Interchemical Corporation, New York, has been elected vice-president of the corporation, and will be concerned with its research and development activities and the direction of its research laboratories in New York.

Mr. Cassel joined Interchemical's Textile Colors Division (then Aridye Corporation) in 1937 as vice-president in charge of research. He became divisional president in 1947 and was elected a director of Interchemical Corporation in 1951.

Mr. Cassel succeeds Dr. A. E. Gessler, organizer of Interchemical's research laboratories in 1934 and its director since that time. Dr. Gessler was elected a vice-president of Interchemical in 1944. He has been associated with many of Interchemical's

developments and inventions in the fields of printing inks, industrial finishes, textile colors and other chemical coatings. He is a graduate of the University of Stuttgart and won his doctorate at the University of Berlin.

Dr. Gessler becomes Emeritus director of research and will continue as a full-time consultant on research problems.

William J. Rothemich succeeds Mr. Cassel as divisional president of Interchemical's Textile Colors Division, relinquishing his title as vice-president of Interchemical in order to assume his new responsibilities.

Photoengravers Meeting

The sixth annual Western States Photoengravers Conference was to be held in San Francisco, June 13 and 14, following the national meeting in that city of the American Newspaper Publishers Assn. mechanical conference. A two-day program of production and technical talks was scheduled.

Dennison Salesman Dies


Albert C. Foster, 50, a salesman for over 25 years for Dennison & Sons, Long Island City, N. Y. lithographing concern, died May 27 in a Brooklyn hospital. He leaves a wife and three daughters.

Markets British Airbrush

The Craftint-Conograph airbrush, a British-made product, is now being marketed by The Craftint Mfg. Co., Cleveland 10, Ohio, the company announced in May. The unit is said to fill like a fountain pen, and will not clog, spit or spill. The airbrush operates on pressures from 20 to 40 pounds.

New Portland Offset Courses

Courses in offset lithography are to be offered by Clark College, Vancouver, Wash., for members of the industry in the Portland, Oregon, area this fall. Courses will include offset photography, platemaking, and presswork.



profitable die cutting

with the **PMC** diecutting machine

Investigate the profit possibilities of this semi-automatic die cutter capable of producing up to 300,000 pieces per hour. Ruggedly built and simple to adjust, it is efficient for both long and short runs on many types of work.

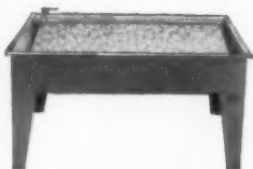
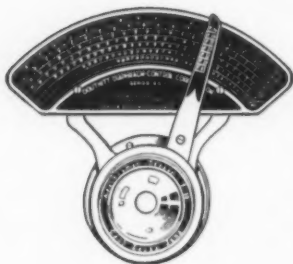
labels	Handles any label that can be cut with a hollow die from 1" square to 6" square.
small books	Cuts round corners and trims three sides in one swift operation.
specialties	Dies out fancy shaped memo books, cards, discs, tags, seals, etc.

Write today for complete information

THE PRINTING MACHINERY COMPANY

436 Commercial Square, Cincinnati 2, Ohio • 23 E. 26th St., New York 10, N. Y.

DO YOU REQUIRE EFFICIENT HIGH GRADE PLATE MAKING EQUIPMENT



If so, it will pay you to investigate the modern up to date Douthitt Products. Cameras complete, Vacuum Printing Frames, Plate Whirlers, Contact Printers, Temperature Controlled Sinks for processing negatives, Camera and Lens Controls, Silvaloy Silver Bath Holders, Plate Developing Sinks, Ink-Up Tables and Plate Coolers — everything for the Plate Making Department, including chemicals and supplies.

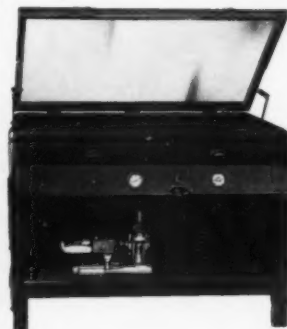
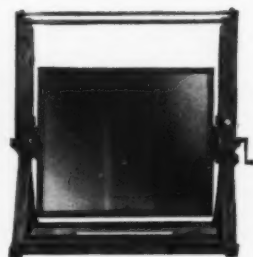
Designers and manufacturers of "Plate Making Equipment" for Lithography, Photo-Engraving, Photo Gravure, Templates, Silk Screen process and kindred arts.

We are always striving to make the most efficient and economical products for each individual operation.

Send for our catalog and look over our products before deciding to purchase any other.

*Manufacturers of
High Grade Plate Making Equipment
For More Than 30 Years*

THE DOUTHITT CORPORATION



680 EAST FORT STREET, DETROIT 26, MICHIGAN

Craftsmen to Reward Mileage

Awards for the delegations chalking up the most man-miles to attend the Craftsmen's annual convention in St. Louis, August 10-13, have been announced by the International Assn. of Printing House Craftsmen. The club having the largest number of railroad miles traveled by male convention registrants from its city will be rewarded.

Regardless of whether the members drive, come by train, or travel by plane, they will compute the distance from their home town to St. Louis on railroad miles. The local club secretaries are to compile a list of male registrants and multiply the railroad mileage by this number to find the total mileage traveled by their club.

The list of registrants and the computed mileage traveled must be turned in on or before July 28 in order to be considered in the judging.

Wives of the male registrants of the club having the largest mileage will also share in the "surprise" prize.

The educational program for the men is now shaping up, the associa-

tion announced. On the lighter side, those in attendance will have a program including a trip on the steamship "Admiral" by moonlight on the Mississippi. A trip through Anheuser-Busch Brewing Co. is scheduled for the men, while the ladies will visit the winery where Cook's Imperial Champagne is made. Another evening will be spent at the Municipal Opera, under the stars.

The executive offices of the association are at 18 East Fourth St., Cincinnati 2, Ohio.

NALC to Meet in Detroit

The 1953 convention of the National Assn. of Litho Clubs was to be held in the Starler Hotel, Detroit, May 8 and 9. The Detroit Litho Club has designated its president, John Murphy, Garrick Photo Supply, and Dick Manley, American Type Founders, as co-chairmen of the convention. The 1954 meeting will be in New York.

(A report of the NALC convention held May 16 and 17 in Philadelphia begins on page 44.)

Interest in L. A. Club

Some activity toward the formation of a Litho Club in Los Angeles was reported at the NALC convention in Philadelphia. A communication concerning the club was received from Ray Burns, 8661 West 3rd St., Los Angeles 48, Calif.

Will Help New Clubs

Sol D'Alessandro, assistant executive secretary of the National Assn. of Litho Clubs, is now offering aid to men seeking to organize new Litho Clubs, as part of an intensified national program launched by the NALC. His address is: care of Horn & Norris, Inc., 2729 Prospect Ave., Cleveland 15, Ohio.

Stafford Leaves Hoe

Vincent R. Stafford, of the Offset Press Div., R. Hoe & Co., New York, resigned at the end of May to take a position with another firm. His plans will be announced later on, a spokesman at the Hoe Co. said.

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes
MULTILITH and DAVIDSON PLATES
3M ALUMINUM PRESENSITIZED PLATES



All sizes ZINC and
ALUMINUM PLATES
UNGRAINED-GRAINED-REGRAINED



Lithographic Plate Graining Company
of America Inc.

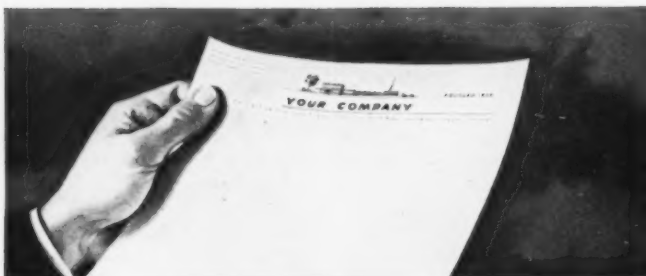
35-51 Box Street

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Brooklyn 22, N. Y.



Your Letterhead IS PART OF YOUR INSTITUTIONAL PROGRAM



is being developed by this advertisement, one of a series now running in

**NATION'S BUSINESS
DUN'S REVIEW
THE REPORTER
ADVERTISING AGE
BANKING
BEST'S INSURANCE NEWS**

Special selling advertisements are running in

**JOURNAL OF ACCOUNTANCY
THE OFFICE
OFFICE MANAGEMENT**

TO MAKE PROFITABLE SALES

to executive buyers, your salesmen need an approach and an idea that is of proved and practical interest to them. The *Psychology of Business Impression* and the Test Kit of 24 basic letterhead designs is an idea that has been praised by hundreds of business executives who are interested in the institutional effect of business stationery. This idea will take you into private offices where preferred quality business is to be found.

If you are not already using this idea to sell more executive business stationery, write for full information to our Printer's Sales Development Department.



IT IDENTIFIES YOUR EXECUTIVE PERSONNEL
Printing the names and titles of executives on your letterhead adds authority to correspondence.



IT IDENTIFIES YOUR PLANT OR OFFICES
Company responsibility can often be expressed by printing a picture of plant or offices on the letterhead.



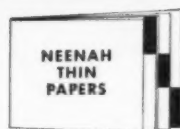
IT IDENTIFIES AGE AND RESPONSIBILITY
If your company is long established, the founding date printed on your letterhead has important institutional value.

The basic types of institutional letterheads are shown, with type and production specifications, in the Neenah Test Kit of 24 basic letterhead treatments enclosed in the portfolio, *The Psychology of Business Impression*. This portfolio has been read by thousands of business and professional men throughout America who have registered their letterhead preferences in the Neenah Letterhead Test. You are invited to write for a free copy of this portfolio. Simply check the coupon below, sign your name, and attach to your letterhead.



COURTESY COUPON

- ☐ *The Psychology of Business Impression, Letterhead Test Kit, and Opinion Cards.*
- ☐ *3 Keys to selection and use of Neenah Thin Papers, a portfolio of samples with ideas for effective use of thin papers.*



SIGNATURE _____

ML-3

NEENAH PAPER COMPANY, Neenah, Wisconsin

Keller Opens N. C. Branch

George R. Keller, Inc., suppliers to the graphic arts, on June 2 announced the opening of an office and warehouse at Charlotte, N. C. All of the lines now carried in the Keller operations in Washington, D. C., and Baltimore, also will be available from the Charlotte establishment.

The Charlotte office and warehouse occupy a new building just completed at 208 West Griffith Street. About 2,400 square feet of space is available, and parking space is provided. George R. Keller, president-treasurer of the firm, will make his headquarters at the new Charlotte warehouse, dividing his time between Charlotte and the Washington and Baltimore operations.

On June 20th and 21st, a housewarming will be held in the new Charlotte warehouse. All members of the graphic arts industry in nearby areas were invited by Mr. Keller. Several manufacturers will have their representatives there to give information and answer questions about their equipment and supplies, and some demonstration machines will be in operation.

Photocomposes Color Copy

Authenticolor Inc., 270 Park Ave., New York, specialists in color laboratory services for the advertising and publication fields has announced the development of a new process which, it is claimed, will reproduce accurately on color film, all the different color elements of a composite advertisement. This photo-composed color film, with all the art units in size and position is ready for the cameraman who needs but to make a single set of four color separations, before platemaking. At present, when handling multiple art ads, the engraver is compelled to work with all the original art units separately and then assemble all the elements together.

Michael Lavelle, former *Time & Life* color consultant and now technical director of Authenticolor, has been working to perfect composite color transparencies for many years. He says that the difficulty has been in reproducing different types and

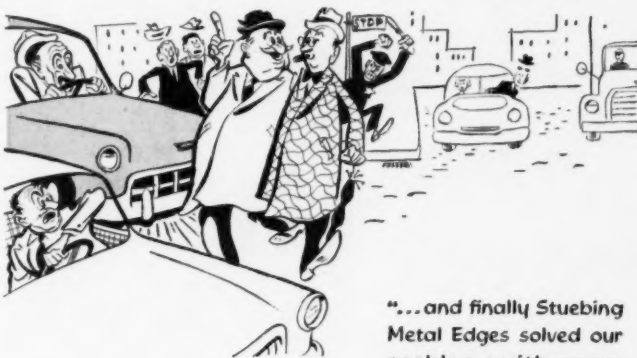
sizes of original art or transparencies on one sheet of color film so that they are all exactly balanced photographically for density, color, and contrast. To further have them match the final ad layout to the proper scale, size, and position on the same film was another problem to be solved.

Many new color processes, technical equipment, and sensitometric controls were developed and used to achieve the resultant multiple color transparency. Recent trial jobs with

live copy, for several advertising agencies and engravers, has proven this service successful. Not only has it minimized over-all platemaking costs, but it has cut production schedules several days, the company announcement states.

Add Presses on Coast

EBCo 22 x 34" offset presses were installed recently in the Los Angeles area in plants of Ace Offset Printing Co., and Rapid Lithograph Co.



"...and finally Stuebing Metal Edges solved our problems with paper displays."

Yes!

everywhere people are turning to Stuebing Metal Edges® to assure ease of hanging, neatness and long life for paper displays! The single center suspension point means straight hanging—automatically!

HELP YOUR CUSTOMERS!

Stuebing Metal Edges and Edging service—available at leading binderies and finishing houses, everywhere. Write for information!

... HELP YOURSELF TO EXTRA PROFITS!
RECOMMEND STUEBING METAL EDGES
FOR USE ON

CHARTS • MAPS • CALENDARS
INSTRUCTION SHEETS
POINT-OF-PURCHASE POSTERS

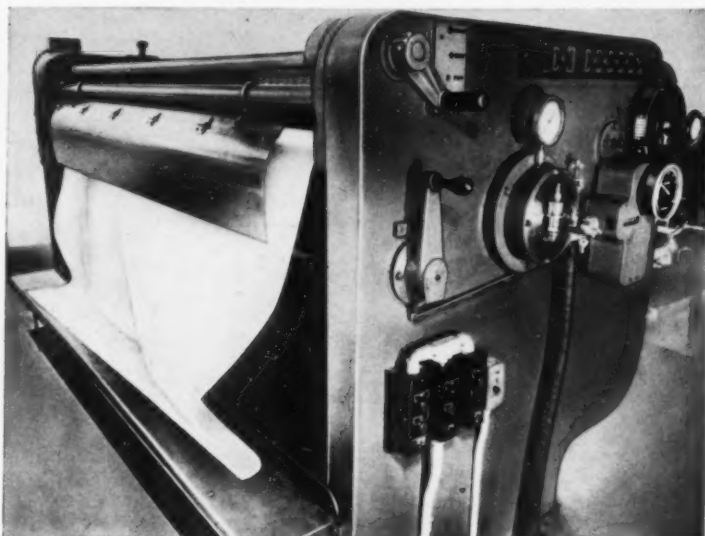
*You see them on the top edge of most wall calendars

THE STUEBING AUTOMATIC MACHINE CO.

3424 Beekman St., Cincinnati 23, Ohio

Your Next Offset Press-

will it
be equipped
with an
automatic
sheet ejector?



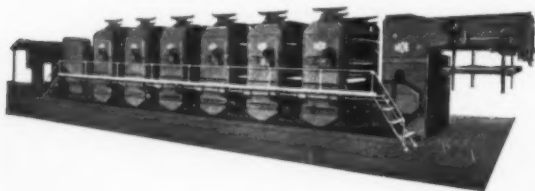
Defective sheet being ejected from infeed unit.

In HOE SHEET-FEED OFFSET PRESSES any sheet with an uneven or torn gripper edge, or of fractional width, is automatically ejected before it can enter the first printing unit — minimizing paper wastage and costly down time.

To prevent a double impression after such a reject, cylinder pressures and form rollers are automatically tripped off in advance of the empty gripper bar, and then restored before the next sheet is presented for printing.

BUILDS THE BEST

Of unit construction, the Hoe Sheet-Feed Offset Press — printing 50" x 72" sheets — is available either as a single unit or a two, three, four, five or six unit press.



Other exclusive features of Hoe Sheet-Feed Offset Presses include —

- travelling gripper bars that convey the sheets — non-stop — through all the printing units, insuring unvarying accuracy of registration.
- consistently accurate side register by a vacuum device — eliminating the necessity of depending on the stiffness of the sheet.
- push-button register control — operatable either when press is running or is still — that shifts individual plate cylinders horizontally or circumferentially.
- preregister of color plates to each other — on separate table — so they will be in exact register when locked on plate cylinder.
- rapid lock-up system that permits preregistered plates to be mounted on plate cylinders in a fraction of the time ordinarily required.

Ask your Hoe representative — or write — for full details on these, and other special features, that make possible the top-quality, high-speed production of Hoe Sheet-Feed Offset Presses.

R. HOE & CO., INC.

910 East 138th Street • New York 54, N. Y.
BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO
BIRMINGHAM • PORTLAND, ORE.

EQUIPMENT

SUPPLIES, SERVICES, BULLETINS

ATF to Import Kellys, Giants; Mann Deliveries Speeded

THOMAS Roy Jones, board chairman of American Type Founders, Elizabeth, N.J., announced May 15 that his company will import some of its letterpress equipment which is made in England under license by Vickers-Armstrongs Limited, subsidiary of Vickers Limited. Reason for the importation, according to Mr. Jones, is ATF's inability to supply the demand for American printers and at the same time maintain the defense production schedules to which it is committed.

Referring to his recent European trip, which included visits to Sweden and Germany, as well as to England, Mr. Jones explained that, because of dollar shortages which limited U.S. exports to foreign countries, American Type Founders has been having some of its presses manufactured abroad for the past several years. "And now that we are in the position of being unable to supply the demand for our presses from our production facilities in the U.S., we are particularly fortunate in being able to call upon the facilities of our licensees to fill the gap," said Mr. Jones.

Press models which currently are scheduled for importation from England are the Kelly Three (25" x 37"), the Style C Kelly (17½" x 22½") and the Model 6 Little Giant (12" x 18"). They are identical in specifications to the units which are manufactured in the United States, and will sell for the same price.

For the past two years ATF has been selling and servicing English made Mann sheet-fed offset presses manufactured by another subsidiary of Vickers Limited. One of the pur-

poses of Mr. Jones' trip was to arrange for an increased schedule of deliveries on the ATF-Mann presses. In commenting on the visit to George Mann & Co. plants, Mr. Jones said he had been assured that they could and would make more units available for the U.S. market, and that delivery time would be cut substantially.

Mr. Jones voiced the opinion, based upon his own observations in Europe and his company's worldwide operations, that there is a huge backlog of demand for better printing. It will not be filled, he thinks, until printers replace their old machinery with the new equipment which makes better printing possible. He pointed out that the justification for replacement rests upon the greater efficiency of the new machinery as well as upon its ability to produce better printing.

In this connection, Mr. Jones sees

a strong trend to the increased use of web-fed offset presses and roto-gravure equipment. Each of these mass printing production machines has many time- and money-saving features for printers who produce in large quantities, he believes.

In respect to Germany, Mr. Jones reminded his audience that Germany in the past has been renowned for the skill of its engineers and machinists, and he believes the day is not far distant when it will reassert itself in this direction. In spite of the enormous burdens being borne by the people, he declared that everyone, including management and labor alike, is working extremely hard toward economic recovery.

In addition to the offset and letterpress manufacturing facilities available to ATF in England, it also licenses production of offset printing equipment in Sweden and foundry type in Holland. It sells its products in a world market with distribution and service agencies in 52 countries.

Introduces New Designs

The G. C. Dom Supply Co., Cincinnati, distributors of graphic art supplies and equipment, has announced new packaging designs for their products, worked out by Strauchen & McKim Advertising, Cincinnati. The young lady shown (right) uses a copy of Dom's new catalog to point out the new package labels. The old package labels are on the counter. Copies of the new catalog are available from the company, Dept. F, 125 E. Pearl St., Cincinnati 2, Ohio.



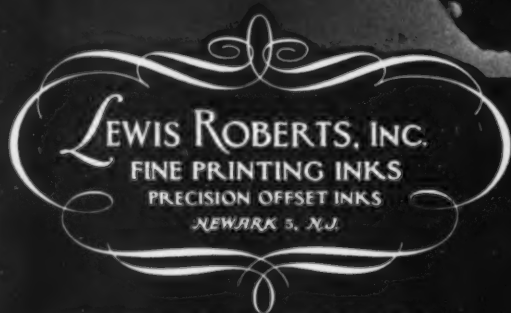


Photo by Tony Venturi

LEWIS ROBERTS, INC.
FINE PRINTING INKS
PRECISION OFFSET INKS
NEWARK 5, N.J.

BRANCHES AND DISTRIBUTORS IN 20 CITIES

New Line of Chemicals

A new line of lithographic plate-making and press chemicals was introduced recently by William A. Frangos, Inc., 178-25 Jamaica Ave., Jamaica 32, N. Y. Under the trade name "Metalife" the firm offers a complete line of plate coatings, plate and press etches, lacquers, image protectors, bronze-copper image base and resist remover.

The company says the products are the "results of many years of extensive research and experimentation by a team of chemists and practical lithographers." Toxic, poisonous and corrosive ingredients were completely eliminated from the plate and press etches and other solutions, according to the manufacturer.

A feature of the surface plate coating is its low sensitivity to climatic changes. The combination of colloid and sensitizer in this coating permits the use of an extremely thin coating on the plate which creates a tough image of high reproduction fidelity and exceptionally long press life, the maker claims. The exposure speed of this coating is high enough to make it satisfactory for poster projection work.

The deep etch coating is a departure from conventional systems, it was said, in that usual lactic acid-calcium chloride developer has been eliminated. The coating develops in ordinary water and requires no alcohol washes. High image quality and economy are claimed. The entire line was thoroughly shop-tested in several New York plants before being offered to the trade, the company states. In-the-shop demonstrations are being solicited.

British Masking Camera

The Multichrom masking camera is now in production in England, and a commercial model was shown for the first time at the recent British Industries Fair. The camera has been developed during the last few years by French, German and British research, and a pilot model has been in use three years. The device utilizes a projection method of masking. The British & Colonial Printer

describes the method as follows: The color separation in the special plate holder is made in the orthodox way, and then masks are made for each negative by projection onto the so-called Compendium. As all optical processes are reversible, this projected positive mask is in turn back-projected on to the negative to be corrected. This negative is in contact with an unexposed plate, and the result is a corrected contact positive. As it is possible to remove the mask at any

time during exposure—even to exchange masks if required—there is every guarantee that the desired result will be achieved.

"The Multichrom Soft Masking Process has been developed for screen work. This process enables directly color-corrected screen negatives or positives to be made, thus avoiding the detour via continuous tone positives. . . . These corrected screen negatives are usually superior to those which can be achieved with usual

**SELF-SEAL
OPEN-SIDE
MAILER**

Press to Seal



**Here's a new Self-Seal® Envelope
for bulky FIRST-CLASS MAIL**

"Send it First-Class" is frequently a *must* today. Bulky papers, even catalogs, that used to travel Third- or Fourth-Class now go in style to save time.

This new Self-Seal open-side envelope is just the ticket for bulky mail. It's husky. It's sturdy. It provides an expansion factor with its double Self-Seal strips that seal and hold with pressure alone. No moisture required.

**It's one of eleven specific suggestions
for efficient mailing department operation**

This SELF-SEAL Open-Side Mailer idea is just one of eleven economy and efficiency suggestions to be found in a new portfolio called "Help for the Heart of Business" which U.S.E. has put in the hands of your paper or envelope merchant for distribution. Ask him to show it to you.

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS
14 Divisions from Coast to Coast



The new "Heart" Portfolio shows just a few of the hundreds of new profit opportunities covered in the 144-page, pocket size U.S.E. Handbook — concise, complete, authoritative. Ask your paper or envelope merchant for your copy. 89-P



it's new!
it's tough!
it's METALIFE

METALIFE Surface Plate Coating is new, scientific and practical — perfected by a team of experienced chemists and lithographers after years of extensive research to bring you a plate coating that overcomes the usual platemaking problems.

METALIFE Surface Plate Coating produces plates that are tough... plates that stand up during long press runs by resisting image wear from abrasion and attack by fountain solutions.

METALIFE Surface Plate Coating is dependable... is less sensitive to the effects of temperature and humidity.

METALIFE Surface Plate Coating has high reproduction fidelity... what is in the negative will be on the plate and, what is on the plate will *print and print* and *print*...

METALIFE Surface Plate Coating is economical too... requires less solution to coat a plate.

METALIFE Surface Plate Coating will prove itself in your plant... **CALL TODAY FOR A PERSONAL DEMONSTRATION—NO OBLIGATION OF COURSE.**

The **METALIFE** line of exclusive and superior lithographic materials

PLATE COATINGS • BRONZE-COPPER BASE
PLATE ETCHES • FOUNTAIN PRESS ETCHES
PLATE LACQUERS • RESIST REMOVERS
PLATE PROTECTOR

Manufactured and Distributed by:

WILLIAM A. FRANGOS, INC.
178-25 JAMAICA AVENUE • JAMAICA 32, N.Y.
OLympia 8-1474

ready now

METALIFE Deep-Etch Coating...

the new, **REVOLUTIONARY NON-TOXIC** deep-etch coating that *develops in ordinary water* and does not require alcohol washes.



methods; showing more details and color differentiation, even with very contrasty originals."

All types of original copy may be used. Another feature of the camera is that lettering, line work or other elements also can be combined with process color work by projection.

The camera was displayed by Leathley Publications, Ltd., Adprint House, 51A Rathbone Place, London W1.

Book of Repro Art

A new book of line art for reproduction has just been published by A. A. Archbold, 1209 S. Lake St., Los Angeles 6, Calif. Called "The Book of Panels," it contains 385 art panels and borders, each of different design, including coupon, label and guarantee borders. There are also nearly 500 different "spot" designs and illustrations, decorations, ornamentation, etc. Book is 8 x 10", contains 32 pages, and sells for \$5.00. Pages are printed on one side only, for convenience in cutting out.

New Ink Additive

A new ink compound, Eezy Lith #10, (made by Roll-O-Graphic Corp., New York) has been announced recently as an additive to both offset and letterpress inks. The compound is said to impart the following properties: prevents offset, eliminates picking and sticking on coated and card stock, overcomes tackiness in inks and blankets, brings about faster drying, and improves free flowing consistency in the ink for more even coverage on solids. The compound is said also to be harmless to rollers or blankets, and will not change the shade of ink. The recommended formulation is three ounces of Eezy Lith #10 to one pound of ink.

Samples Offset Papers

Adena offset papers are shown in use with many kinds of offset reproductions, from highlight black half-tones to full color process, in a brochure just issued by The Chillicothe Paper Co., Chillicothe, Ohio. The brochure is 8½ x 11", spiral

plastic bound, and contains many grades, weights and finishes of offset stocks.

New ATF Alphabet Cards

Fourteen new alphabet cards have been added to the American Type Founders alphabet kits for specifiers, artists and layout men. The sets of 10½" x 7½" cards contain complete capital and lower case alphabets for every size made from 12 to 72 point. Lower case alphabet length in points and characters per pica in normal

composition are given for each face. Position on the body is clearly indicated in order to show how much shoulder can be counted on for line separation.

A new index covering all fifty-six ATF faces on the one hundred Alphabet cards is also available. A complete set, contained in a walnut-finish box, may be obtained from the Type Merchandising Department, American Type Founders, Inc., 200 Elmora Avenue, Elizabeth B, New Jersey. Price is \$5.00. Postage is prepaid when check is sent with order.

**ONE CALL FOR ALL
YOUR PHOTO ESSENTIALS**



- Film** ☒
- Plates** ☒
- Cameras** ☒
- Paper** ☒
- Lights** ☒
- Screens** ☒
- Tissues** ☒
- Chemicals** ☒
- Equipment** ☒

....at NORMAN-WILLETS

Concentrated at NORMAN-WILLETS you'll find stocks-on-hand of photo equipment and photo materials representative of the items used by the entire Graphic Arts Industry. Each item in our giant stock is selected for its technical usefulness and quality to assure you *complete satisfaction*.

.... this, plus emphasis on accurate and prompt service in filling and delivering your orders guarantees you a dependable source for all your photo needs. No matter whether your requirements run into thousands of dollars or just a few, make *only one call*... call NORMAN-WILLETS.

**NORMAN-WILLETS GRAPHIC
SUPPLY CO.**

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TELEPHONE RANDOLPH 6-8300

First Source for over 30 Years

FOR QUALITY PHOTO EQUIPMENT AND SUPPLIES

What's the difference

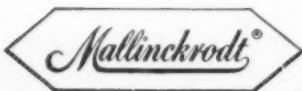
between chemicals and chemicals?

Make this simple sediment test and see for yourself!

Just take a solution of any Mallinckrodt chemical, such as Ammonium Dichromate Photo, and let it stand overnight. See how sparkling clear the solution still is. Note the absence of sediment or scum... no insoluble particles that would cause pinholes in your plate coating.



You'll find there *is* a surprising difference... typical of all our Graphic Arts Chemicals... that makes so many other platemakers and cameramen careful to include on their chemical orders the important word *Mallinckrodt*. Complete line of over 130 Graphic Arts and Photographic Chemicals.



MALLINCKRODT CHEMICAL WORKS

Mallinckrodt St., St. Louis 7, Mo. 72 Gold St., New York 8, N. Y.

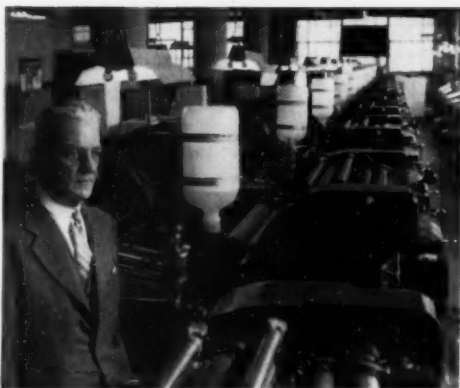
CHICAGO CINCINNATI CLEVELAND LOS ANGELES MONTREAL PHILADELPHIA SAN FRANCISCO
Manufacturers of Medicinal, Photographic, Analytical, and Industrial Fine Chemicals

Water Levels on Small Presses

A. T. Enos, Jr., president of Stearns and Beale, fine color lithographers of 150 Varick Street, New York, N. Y., inspects a section of his plant to check the Baldwin water fountain levels with which all the firm's presses now are equipped.

The Baldwin water level, manufactured by the William Geggenheimer Co., 80 Roebling St., Brooklyn, N. Y., was originally built in only one size, for presses 35 x 45 to 51 x 76.

The new and smaller two gallon water level, characterized by its white, unbreakable plastic bottle, is for presses from 14 x 20 through 22 x 34. Installation on any Harris, A.T.F., E.B.Co., or Miehl offset press in this range is a matter of a few minutes. Once in po-



sition, it is out of the way of the operator and is quickly and easily removed for filling.

Markets Gluers, Perforators

A press attachment which will perforate sheets as they come off an offset press, and another feeder for automatically feeding sheets to a gluing machine, are now being marketed by John McAdams & Sons, Inc., 20-22 Knight St., Norwalk, Conn. The perforating assembly is attached to the offset press so that sheets are carried right into a Nygren-Dahly rotary perforator, and then into a McAdams automatic delivery jogger.

The McAdams gluer feeding mechanism is designed to operate with a Potdevin gluing machine to eliminate hand feeding. The pneumatic feeder handles sheets up to three ply in thickness.

The McAdams company now has a new catalog in production describing these and other graphic arts machines.

Offer Direct Image Plate

What is claimed as a completely new direct image paper offset plate, recently has been placed on the market by the American Stencil Manufacturing Co., Denver, Colo.

This new "Sure-Rite" plate has been designed to operate without scumming-up, warping or shrinking, the maker claims. They are available in three types, for short, medium or long runs. Directions are printed on each package.

Improved Ektachrome Processing

Authenticolor Inc., 270 Park Ave., New York, specialists in Ektachrome processing for professionals, has just announced the development and installation of technical and chemical processes to assure more accurate densities and color quality with Ektachrome roll and sheet film—both during and after processing.

Further changes in density and color are possible even after Ektachrome has been processed, it is claimed. This is accomplished by a redevelopment process which makes changes to suit the exact specifications of the photographer or his client.

Newly Developed BLACK and COLOR OFFSET INKS

The SUPERB line of offset inks have been perfected to give you trouble-free operation.

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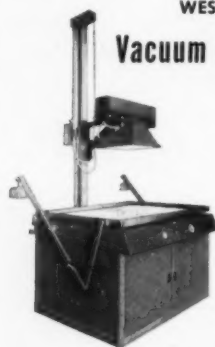
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Whitaker Heads Mead Paper

Howard E. Whitaker, formerly executive vice president of The Mead Corp., Dayton, Ohio, was elected president of the company at the annual meeting in Dayton April 29. He succeeds Charles R. Van de Carr, president since 1948, who was named director of engineering and chairman of the engineering and development committee. Donald F. Morris, vice president in charge of operations, was named first vice president. Other vice presidents elected are Leonard R. Growdon, George H. Pringle, and Ford T. Shepherd.

The board re-elected the following officials: Geo. H. Mead, honorary chairman of the executive committee; Sydney Ferguson, chairman of the board; Alan G. Goldsmith, Herbert A. Kidd, Al H. Mahrt, H. T. Mead and R. H. Savage, vice presidents; Murray Smith, secretary; J. H. Cunningham, comptroller; George Robinson, treasurer; Paul B. Purpus and Loyd W. Hale, assistant comptrollers; and A. D. Fraser, assistant treasurer.

Marks 30 Years With Miehle

Joseph Maskin, of the Miehle Printing Press & Manufacturing Co. Chicago, recently celebrated his 30th anniversary with the company. Mr. Maskin, a disabled veteran of World War I, has been employed since 1922 in various divisions of the Miehle engineering department.

Henri Peyrebrune, vice president in charge of engineering for Miehle, said that Mr. Maskin has been very close to Miehle's development program for over 30 years, first in improving the Miehle Vertical and later in developing the Miehle horizontal press. Today Mr. Maskin is working on new developments in all processes.

Students Visit Howard

Twenty international students from Ohio State University spent two days as guests in Urbana, Ohio, recently. Highlights of their trip were a World Friendship Dinner and visits to leading Urbana manufacturing plants, including Howard Paper

Company Division of Howard Paper Mills, Inc. Experiencing a close-up of how Howard Papers are made were students from India, Pakistan, Bolivia, Iraq, China, Germany, Sweden, England, Japan, Philippines, Austria, Finland, New Zealand and Turkey. The students were greeted by H. A. Legge, Howard president, and the mill tour was conducted by C. M. Shockey, general manager of the Howard Paper Company Division.

Jahn & Ollier Elects

Jahn & Ollier Engraving Co., Chicago, has announced election of George F. Haneman as executive vice president and C. Gordon Brightman as vice president.

110 More in 25 Yr. Club

R. R. Donnelley & Sons Co., Chicago, welcomed 110 new members into its 25-Year Club at the ninth annual dinner, May 16, in the Palmer House.

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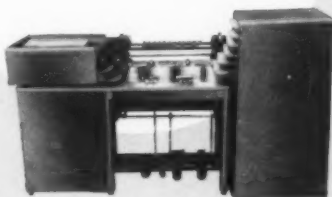
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CONSOLIDATED

(Continued from Page 37)

sold their cigar and label division to Consolidated. The next acquisition was the International Banding Machine Company.

By 1940, Consolidated had grown to the point where it was doing its own camera work and was becoming a factor in the window display field. J.A. Voice, the founder, died on June 23, 1942, and Ralph Cole, who had started as office boy in 1914, was elected president, the office he holds today.

One of the major reasons for the company's steady expansion, it says, is the fact that "people like to be associated with Consolidated." Last time a count was made—in May 1950—83 individuals (12.7% of the work force) had been with Consolidated 25 years or more; 224 people had worked for the company from 15 to 24 years. Looking at the whole picture, 87% of the people at Consolidated have worked there four years or more. In view of the relatively high number of women on the payroll, the company says that this record is one few companies can match.

The company has effective safety and employee relation programs. Year after year, the factory wins one or more major safety awards. In the winter months, an intramural bowling league operates with teams sponsored by the company's executives. Competition for the trophy that is awarded annually at an end-of-the-season banquet is keen and continued.

Although the new plant is now in full operation, some details, like landscaping and interior decorating, still remain to be finished.★★

TECHNICAL BRIEFS

(Continued from Page 52)

Column 1903. A multicolor layered transparency having a cellulose ester base and an anticurl gelatin backing is soaked in a 5% NH_4OH solution for 10 minutes, and the backing is scraped off. The transparency is then sandwiched between a ferrotype board and a temporary support coated with a low-temperature dissolving gelatin and Na salts (preferably 5% NaF and 5% Na_2CO_3) with the cellulose ester base next to the ferrotype board. After the unit has been released from the ferro-

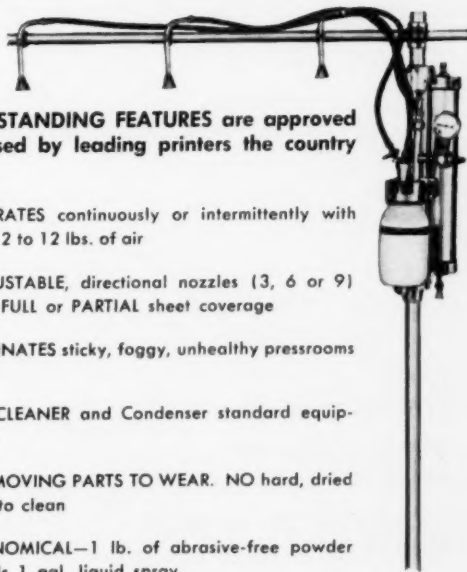
type board, it is soaked in a solvent to soften the cellulose ester base which is then removed. The transparency is placed in water at 120° F. which dissolves the gelatin and releases the Na salts which then cause the enlargement of the transparency. The enlarged transparency is then mounted on a support.

*Direct Positives By Transfer Of Differentially-Hardened Layers. *British Patent 655,274*. H. C. Yutzy and E. C. Yackel. *Photographic Abstracts* 31, Part 4, 1951, Page 227. An unhardened gelatine-silver halide emulsion coated on paper, film, etc., is exposed to an original and developed in a tanning developer to harden the layer differentially. A thin stratum of the unexposed and unhardened parts of the emulsion layer is transferred

by squeegeeing while moist to a second support such as paper, cloth, etc., The amount transferred being dependent on the pressure of squeegeeing, temperature, dryness of the receiving surface, gelatine softness, etc. A direct positive print is thus obtained. The emulsion layer may contain insoluble pigments or coupler components, and the optical density of the transferred image may be increased by treatment with sulphide, by re-exposure and development, or by coupler development. Preferentially the developing agent should be present in the emulsion layer, and development achieved by immersing the paper in a dilute alkaline solution. Additional transfer (up to 6-8 copies) may be made by re-wetting the differentially hardened emulsion layer with the alkaline solution and squeegeeing again.

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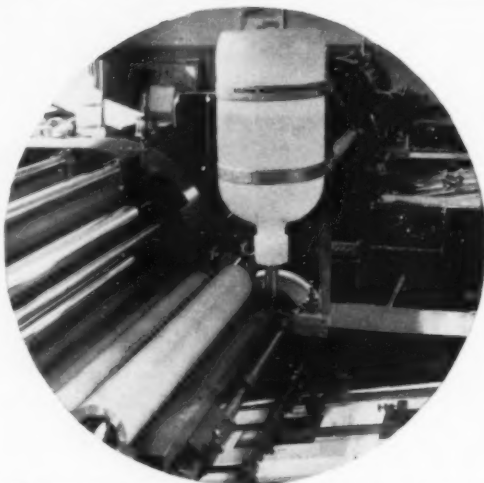
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The image thus obtained is non-smudging. Advantages claimed for the process comprise the wide range of speed, contrast and density consequent on the use of gelatine-silver halide emulsions, better keeping properties, the possibility of securing increases in speed by means of development, the possibility of making clean transfers of part or whole of the unhardened photographic image, and elimination of washing steps. British patents can be secured from the Patent Office, 25, Southampton Buildings, London, W. C. 2, England, for approx. 36 cents.

***Photographic Reproduction By Transfer Of A Stratum Of Emulsion Layer.** British Patent 655,275. E. C. Yackel. *Photographic Abstracts* 31, Part 4, 1951, Pages 227. A method of photographic reproduction is described avoiding lateral reversal and differing from British Patent 655,274, in that a continuous stratum of emulsion is transferred to a receiving support, whereas in the former patent only the unhardened image areas of a differentially hardened emulsion layer are transferred. As an example, an unhardened gelatine-silver halide emulsion is exposed behind a negative, developed in an ordinary metol-quinol developer, fixed in a nonhardening bath and washed. The moist emulsion layer may be treated with a gelatine softening agent, e.g., urea, and is then rolled down on to a suitable receiving support. After a short interval, the receiving support is stripped away, bearing a thin continuous layer of the emulsion with it. To make successive prints, the residual emulsion layer is remoistened with the softening agent before transferring. The process may be repeated up to 10-12 times consecutively or, if desired, the residual emulsion layer may be dried off for storage, and then be re-softened before use. Alternatively, the softening agent may be added to the developer, and transfers of moderate stability made without further treatment. The invention covers the use of colloidal binders other than gelatine and means other than exposure of a silver salt and subsequent processing can be used, e.g., colored images formed in the layers by imbibition may be transferred.

Planographic Printing Processes

Better Control Means Better Lithography. Charles W. Latham *American Printer* 133, 3, March, 1952, Pages 42-3, 56 & 58 (4 pages). Mr. Latham discusses control of: 1. Thickness of plate coating 2. Uniformity of exposures 3. Importance of magnifiers 4. Paper humidity factors 5. First color register 6. Thickness of packing, etc. 7. Fountain solutions 8. Acid in platemaking 9. Exact control of tones.

***Proteins At Interfaces.** C. W. N. Cumper and A. E. Alexander. *Revs. Pure Applied Chem.* (Australia) 1, 121-51 (1951). A review of work on the properties of protein films at air-water and oil-water interfaces. 157 references. *Chemical Abstracts* 46, 6, March 25, 1952, Column 2377. *Chemical Abstracts* is published by the American Chemical Society, 1155, 16th Street, N.W. Washington 6, D. C.

Spectral Sensitivity of Photosensitive Acid Resists. Brian O'Brien, Jr., *Journal of the Optical Society of America* 42, 2, February, 1952, Pages 101-3 (3 pages). Several resins, both synthetic and natural, used as acid resists in photoengraving, are rendered photosensitive by the addition of alkali dichromates. The

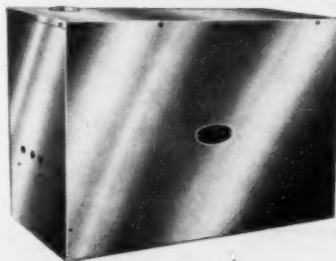
mechanism of this photosensitization is not entirely clear, and the spectral sensitivity of the reaction for widely different resins may be of aid in a study of the reactions involved. In addition, such sensitometric data are useful in the practical application of the resists. Aluminum plates, coated with the resins, were exposed in a medium quartz spectrograph using a controlled white flame arc and rotating logarithmic spiral sector to produce wedge spectra. Calibration of the spectral energy incident on the plate was made from 2500Å to the long wavelength sensitivity limit of the material at 5000Å. Spectral sensitivities for the several resins are qualitatively similar when expressed in terms of incident energy. Coating thicknesses are of the order of 1 micron. At this thickness only a fraction of

the incident energy is absorbed, as shown by transmission spectra through similar coatings on crystalline quartz plates.

Paper and Ink

Some Investigations Of The Drying Of Lithographic Inks. Alf Andersson and L. Pihl. *Grafiska Forskningslaboratoriet, Meddelande* 28, February, 1952, Pages 3-15 (13 pages) (Author abstract in English, article in Swedish). Samples of ink were taken from the ink duct and the plate rollers in some offset presses. The samples taken from the rollers contained between 24-32% water and the drying time was considerably much longer than for the ink taken from the duct. The effect of the negative ions of the fountain solution on the drying time was investigated, and it was found that

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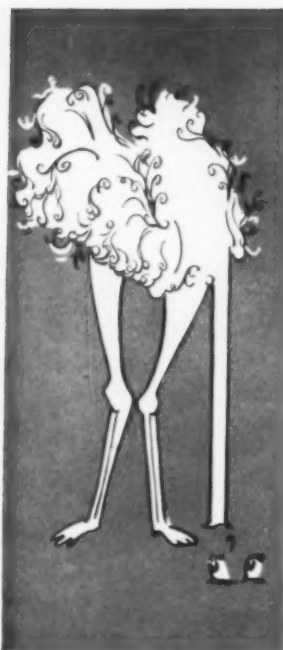
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phosphate, citrate, oxalate and sulphate ions had a pronounced unfavorable effect on the drying time, while chromate and nitrate ions had very little or no influence. It was found that hydrolyzation of the driers through the action of the fountain solution takes place. Experiments with various driers resulted in the invention of a new type of drier containing calcium perborate which had an extraordinarily strong effect on inks emulsified with fountain solutions.

The Penetration Of Viscous Oils Into Porous Papers. L. Pihl and I. Olsson. *Grafiska Forskingslaboratoriet, Meddelande* 28, February, 1952, Pages 58-72 (15 pages). (Author abstract in English, article in Swedish). The height of rise and the oil floatation number for viscous oils on newsprint and filter-paper have been studied. It was found that the formula deduced by Lucas-Washburn for the height of rise of low-viscous fluids can be applied in both cases.

Nature And Cause Of Greasing In Lithographic Printing. *Canadian Printer and Publisher* 61, 3, March, 1952, Page 49. Twenty factors influencing greasing are listed. They include both press conditions and ink faults.

Pigment Deficiencies. A. C. Zettlemoyer. *American Ink Maker* 30, 4, April, 1952, Pages 27-9, 63 and 65 (5 pages). The author discusses ways in which printing ink pigments could be improved. Pigment properties discussed are color, bronzing characteristics, grinding characteristics, strength, permanence, abrasiveness, tendency to grease litho plates, influence on drier (loss in drying on aging), sensitivity to heat, and rubproofness of finished work.

The Rheology Of Printing Inks 11: Studies Of Simple Dispersions. A. C. Zettlemoyer and G. W. Lower. *Division of Paint, Varnish and Plastics Chemistry* (Papers presented at Milwaukee meeting), March-April, 1952, Pages 206-19 (4 pages). A system composed of calcium carbonate and polybutene was used to investigate the effect of pigment surface area, particle size distribution, and surface active agent on viscosity. Viscosity increases with pigment surface area probably due to vehicle adsorption and the corresponding increase in volume occupied. Particle size distribution from 0.1 to 0.4 microns has no effect on viscosity. The lower the surface area of the pigment, the greater the concentration necessary to exhibit thixotropy.

Quality Control In Printing Production. Donald Macaulay. *American Printer* 133, 4, April, 1952, Pages 25-7, 68, 70-11 (6 pages). Statistical quality control is a scientific technique for determining and controlling the multiple sources of production errors arising from the combined interaction of men, materials and machines. In this article, Mr. Macaulay, pioneer in the application of quality control in the graphic arts, points out that quality control: 1. Should increase quality level, decrease spoilage and rejections. 2. Works as a friend and ally of the pressman and is not a speedup plan. 3. Is a completely separate setup under independent inspection. 4. Most important of all perhaps, tends to re-create in the individual workman a pride in personal accomplishment.

The Analysis Of Organic Pigments. K. G. Hargreaves. *Journal of the Oil and Colour Chemists' Association* 35, 382, April, 1952 Pages 139-161 (23

pages). The identification of organic pigments by chemical means is considered. Pigments are classified into four main groups—azo pigmentary colors, lakes and toners of acid dyestuffs, lakes of basic dyestuffs, vat and other products and their differentiation described. Only azo colors readily lend themselves to chemical analysis; the method of reduction and identification of the constituent components is discussed for azo pigmentary colors, and azo lakes and toners; the more recent method of dry distillation with soda lime and sodium dihydrogen phosphate are shown to possess certain advantages. The determination of the nature of any substratum or laking metal is described and tables are given displaying spot tests for rapid identification of the colors most frequently used in commerce. A brief indi-

cation is given of methods useful for dealing with mixtures of pigments.

Lithography—General
Dampening Without Rollers In Offset Printing. *Der Polygraph* 5, 7, April 5, 1952, Page 150 (in German). A brief description with illustration is given of a device to replace rollers for dampening the plate in offset printing proposed by Paragon Supply Company, Ltd., London. W. C. 2. It consists of multiple spray nozzles arranged parallel to the plate cylinder. Each nozzle has individual controls for water and air.

New Press Wash Up Method. *Modern Lithography* 20, 4, April, 1952, Pages 36-7, 111, 113 (4 pages). The "Knox-Out" press wash-up method using two special solvents and isopropyl alcohol is described. Used continuously so that the

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press stays clean, it is possible to change from black to clean yellow after a single, 3-step wash-up. Proper cleaning of rollers is said to require special solvents that promote the polarization of ink pigment particles.

Graphic Arts—General

***Multicolor Printing Device.** U. S. Patent 2,566,200. A. Murray. *Official Gazette* 649, 4, August 28, 1951, Pages 1202-3. A printing device comprises a pack of thin metal plates in regularly recurring sequence, the corresponding plates in each sequence constituting a set, means for moving in their own planes all the plates in each set simultaneously between upper and lower positions, whereby when all but one set are in the upper position the edges of the plates of the one set may be inked, the corresponding edges of all of the plates when in the lower position lying in a plane and constituting a printing face, the edges of the plates of the several sets carrying inks of different colors and the images of the several sets being complementary color component images of the same subject and together constituting a multi-color image of that subject.

Light Scattering In Halftone Prints.

Francis P. Callahan, Jr. *Journal of the Optical Society of America* 42, 2, February, 1952, Pages 104-5. Light scattering plays a part in determining the colors of a halftone print. By treating the print as a filter in contact with a scattering medium and ignoring second-order effects, approximate equations are derived which enable an upper limit to be set on the error resulting from the use of the Neugebauer equations in the usual way. The error is found to be no more important than the other errors associated with their use.

***The Passivation Of Tinplate.** W. Eilender. *Werkstoffe und Korrosion* 2, 8, Pages 289-92. Passivation of tinplate was tried with various agents. Chromate solutions were found to be the best but required the addition of wetting agents. *Metal Finishing* 50, 3, March, 1952, Pages 73-4. Werkstoffe und Korrosion is published at Bergstrasse, Weinheim, Germany.

Electroplating With Aluminum.

Nelson F. Murphy. *Metal Finishing* 50, 4, April, 1952, Pages 76-9 (4 pages). Excellent summary article with references covering the various methods known today of obtaining an Al. coating over a base plate. Coating and electrodeposition from organic baths are discussed.

***Corrosion Of Metals. Metals Under Stress. I. Aluminum.** P. F. Thompson. *Australia Supply Department, Aeronautical Research Consultative Committee Report A.C.A.-90* (1950). Simultaneously determined time-potential curves are presented for stressed and unstressed electrodes of pure Al; test pieces of various shapes were used, but the dimensions of the stressed portion, while modifying the ultimate stresses made little difference to the electrode potentials. Effects of aeration and deaeration of tap and salt water were determined for short- and long-period applications of increasing stresses. Immediately on increases of stress, sudden inflections were observed in the curves, presumably indicating film rupture or breakdown, and gradually increasing in magnitude until fracture took place. Film regrowth was indicated by the potential curve becoming more positive. The "re-

covery" curves quickly returned to the original potential value of the test piece, but the curve's shape was affected by the nature of the liquid. Shock effects increased the amplitude of inflections. Increasing stresses in hardened Al had little effect on the potential curve until fracture was imminent. Chemical solution of compounds, e.g. oxides, containing undissociated ions segregated at grain boundaries and elsewhere, followed by corrosion in cavities so produced, may provide points at which stress effects can be concentrated. These experiments indicate that stresses are only contributory factors in so-called "stress-corrosion." *Chemical Abstracts* 46, 5, March 10, 1952, Column 1947. *Chemical Abstracts* is published at 1155, 16th Street, N. W. Washington 6, D. C.

***The Protection Against Corrosion By Phosphatization.** Joseph Muller. *Chemie* (Prague) 5, 17-21 (1949). Fe sheets pickled in Mn phosphate resisted corrosion in 3% NaCl, in a saline mist, and in a wet atm. better than sheets pickled in phosphates of Zn or Fe. The slow pickling process with Mn formed a thick layer of coarse granules which should be protected further with a heavy oil. The rapid process produced by Zn yields a thin layer of fine grains which should be protected further by a layer of lacquer. Zn or Mg can be protected against corrosion by the identical process. Cu can be protected if the surface is covered by a film of Fe before it is immersed in the phosphate solution. *Chemical Abstracts* 45, 6, March 25, 1952, Columns 2468-9.★★



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Printing courses during the summer term are to be given at the Carnegie Institute of Technology, Pittsburgh, beginning June 23. The courses, to run through August 2, will be under the direction of Kenneth R. Burchard, head of the department of printing management.

JOB RELATIONS

(Continued from Page 58)

It seeks benefit and tries to avoid any situation that contains serious losses. Therefore, it is natural for the mind to look at the negative aspect of an idea or activity and withhold taking action until it sees ways of overcoming the losses or finding a way of minimizing them.

The desire for recognition is normal, and oftentimes means more to an individual than monetary consideration. It has been said that "every-one wants to be somebody."

Freedom of choice is basic under

our democracy. Even though an action will result in benefits for the individual, he prefers to have the opportunity of participating in the decision.

In summary, printing or lithographic production is dependent to a large degree on the democratic handling of personnel. This involves knowing what makes people tick and presenting ideas in such a way that the worker sees the benefits to himself as well as to the supervisor. If human situations are handled poorly, there is a loss of production. If situations are handled correctly, scheduled production is maintained and probably increased.★★

IRON CURTAIN

(Continued from Page 43)

run. This is unforgivable in Soviet Russia, and the authority demanded better control when the paper is initially delivered to the press and then when the paper is shifted to the bindery.

In Soviet Russia, everything must be standardized and agree with a foreseen regulation. An author, before writing a book, must remember this and conform to it. Reading the Russian *Graphic Trade* year after year, one can notice the ever-increasing number of regulations and their preciseness. Comparing issues of different years, it can be seen that foreign news is steadily diminishing. It is being replaced by propaganda tending to show the superiority of Soviet science and industry over that of the West.

For a better understanding of the work situation in Soviet Russia, it may help to compare it with the condition existing in the USA. In this country the worker's time is more valuable and the cost of materials is secondary. In Russia, it is the reverse; there is a tragic shortage of material and equipment. Human time has no special value unless it is tied up with valuable equipment. The time of a man operating a ma-

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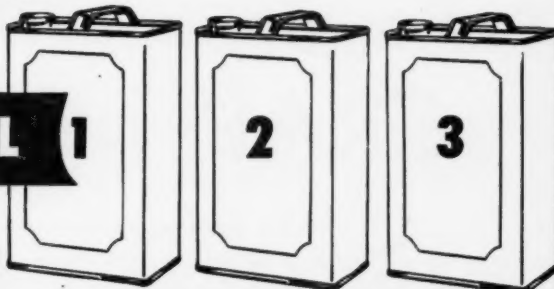
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chine means practically the production of this machine, consequently it is valuable and strictly controlled. The loss of a worker's day's work is not the worker's loss of his day's pay, it is the loss of State production which means sabotage—one of the biggest offenses in the Soviet. Consequently, a worker who is late for work commits a crime and is punished for it.

In the USA, a damaged offset roller is a minor loss. In the Soviet, where there is a desperate shortage of rubber products, it is a serious loss which can't be replaced easily. To get a new offset roller requires no end of red tape; long, long waiting; and the risk that the new roller may not fit the press. Just how desperate is the problem of offset rollers in Soviet Russia is shown by the fact that there are specialists who make rollers out of the used offset rubber blankets. Therefore, this explains to some extent, why every error in work is investigated thoroughly, and even a slight negligence is severely punished as sabotage for which a worker may be sent to a labor camp.

One of the communistic principles is that the individual's comfort, happiness, or life is of no importance. Only the welfare and task of the communistic State is important. Individuals should produce maximum effort and sacrifice for the State. They are required to do this on every occasion. For instance in 1947 in honor of Stalin's birthday, the Moscow printers "voluntarily" declared "as a gift for Stalin and for the benefit of State" to increase their production to these extents:

Hand Composers	10.5%
Pressmen	18.2%
Linotypists	5.0%
Bindery Workers	30.0%

I rather doubt the sincerity of this vow, but it is a typical communistic bluff for propaganda.

Printing propaganda serves Russia as one aggressive weapon to conquer the world — a weapon almost as important for their plans as tanks, airplanes, or guns. Russians are making every effort to improve the efficiency of this trade, but they are checked at

every step by obstacles such as the tragic shortage of good materials, equipment, and, above all, the lack of skilled workers. True, that from the occupied countries (Poland, Czechoslovakia, Germany) the Russians grasped a lot of graphical equipment and many highly skilled workers. But these didn't give the expected results; the equipment was spoiled by unskillful transportation and operation (the foreign experts were unable — or didn't want — to work under

the primitive Russian working conditions). Even the foreigners have, to a certain extent, aggravated the situation by uncompromising criticism of poor paper, impossible ink, dirty chemicals, etc.

In spite of their unlimited ambition, the Soviet had to yield to the necessity, and now the finest printing for outside propaganda is produced in the once famous German printing house "Brockhaus" in Leipzig. (But of course this is never mentioned.)★★

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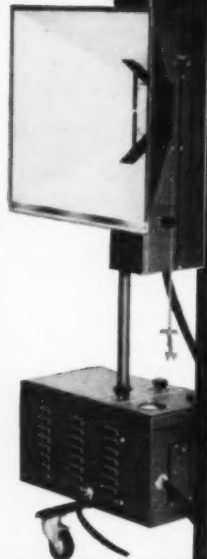
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PRODUCTION CLINIC

(Continued from Page 67)

ed sheets, depending on the length of time they lay around uncovered before going to press.

A relative humidity of 45 percent in a pressroom would be lowered considerably by hanging a skid of paper containing three percent moisture. A more practical method is to enclose the seasoning machine in a room by itself, and with the use of humidifiers keep the moisture high enough to bring the paper as close to five percent as possible. This can be done by keeping the seasoning room very moist, and the stock of paper in the room at a constant inventory. Adding several skids of low moisture content paper to the room will affect the efficiency of the seasoning machine. Keeping a stock of paper in the room that is about twice the capacity of the machine, is preferable as it does not put too much strain on the humidifying equipment and helps it maintain a constant percentage of moisture. For the sake of economy the relative humidity of the seasoning room should be high enough to cure the paper in one hour.

Another important factor is to avoid using the pressroom as a stock room for unseasoned stock or finished jobs. The shifting of inventories to and from the pressroom floor has a definite effect on humidity changes in the pressroom.

Paper that lays flat in the case, or on a skid, will run satisfactorily without hanging if the sheets are covered constantly when not passing through the press.

The use of a sword hygrometer will be found to be very helpful in determining the moisture content of paper. If the hygrometer indicates that the stock has a lower moisture content than the pressroom, the paper invariably will curl on the outer edges or wrinkle if it lays around uncovered for any length of time. On the other hand, if the stock has a high moisture content, the sheets will bulge in the center and cause wrinkling when run on the press.★★

COPY PREPARATION

(Continued from Page 35)

advantage of its plate cost estimating methods, and the resulting economies of both time and money. This is the point offset salesmen should get across.

Recently in New York an advertising agency gave a lithographer a rush job—lithography could give the delivery necessary. Copy was supplied in 28 pieces, seven of them process color of different proportions. Copy had been prepared for letterpress, but the lithographer could use it. However, think of the money that could have been saved if everything had been proportioned and all process

color work had been positioned on a mechanical. In using letterpress production methods, this customer simply was not using the offset process efficiently.

In addition to coaching the letterpress production man on the money-saving advantages of proportioning copy for offset production, it is good business to point out that plate economies for many of the newer commercial art techniques usually are greater by offset than by photo-engraving. We are referring to such methods as the Eastman Kodak Fluorescent Process for water color illustration, the Kentone Process for wash-drawings with automatic high-light drop-outs and silhouetting, and



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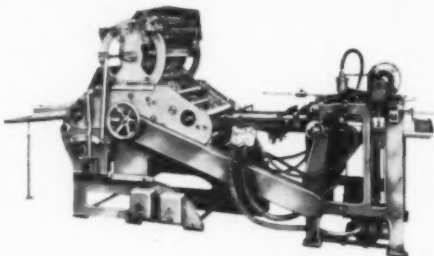
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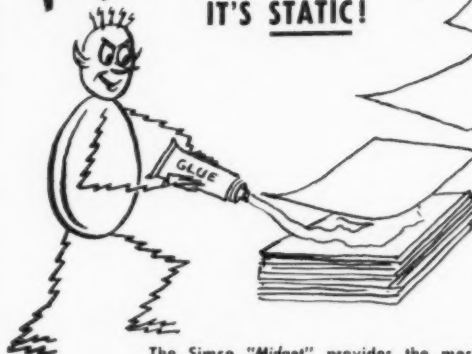
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the Chromolite Process now widely used for newspaper combination line and tone fashion illustrations. The engravings for the latter are made by the newspapers and are too coarse a screen for direct mail work. The result is that for statement enclosures and other direct advertising by department stores and specialty shops, the special art supplied is that furnished originally to the newspaper. With such special types of halftones reproduced from these newer art techniques, offset with its method of estimating plate costs by *time*, and its further advantage of sometimes requiring little extra time, offers important economies. The costs by offset are usually less than by estimating methods involving the more rigid "scale" system with double and triple scale for some of these special types of halftones.

The various alternate color methods, the "mechanical" color separations, also are frequently less in offset plate costs than by the more rigid estimating methods. Frequently the plate area involved with mechanical separations is large, there is open design with the silhouetting, vignetting, and combination line and halftone work—all of which involve high plate costs by photo-engravings. Don't forget that lithographers were raised on mechanical separations—it was the only method they had before photographic plates were invented. Would you be surprised to know that there are letterpress production men who don't know that "tone" mechanicals are used every day? For just a few color spots by offset, art for process color has been prepared.

Even the simple little tricks that can add so much to a layout, relatively costly by photo-engraving, are inexpensive by offset because of the latter's estimating methods—such things as putting a screen in a line of type or in capitals, inserting a halftone tint for an area, reversing a panel or a whole plate. Tell your letterpress prospects and customers that the use of these simple but effective tricks is not as expensive by offset as in letterpress, and point out the best way to handle the copy to use

offset efficiently. Remind him that you can use his copy prepared for the engraver, but the next time he may as well use the offset process efficiently and save some money.

Obviously, if your company uses masking methods for color correction, or has special alternate color processes, or any special methods used for economy for some types of production, these advantages will be emphasized. Delivery time, as well as cost, is important to the buyer.

In the preparation of photos and tone art for one-color work, we should reexamine the common statement that "copy for offset should be more contrasty." This goes back to the time before the development of coated-two-sides offset paper, when all direct advertising material was lithographed on uncoated paper. The impression naturally developed that the *process* required this contrast when actually it was the *paper surface*. Today C2S offset paper is used, widely, and the same art work will give a good reproduction on

coated paper by offset. But when tone reproduction is to go on rough-surfaced paper, by either printing process, then the preparation of art and photos *should* take this fact into consideration for the *best* results. Photos and art should be prepared with more contrast in the detail of both the light and dark areas to compensate for the fact that the paper surface will not reflect the light (affects optical tone values) as coated paper will. We all know that the camera man can take care of all-over contrast, and he does this when making his negatives for a job, depending on type of paper surface to be used.

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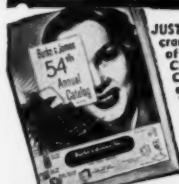
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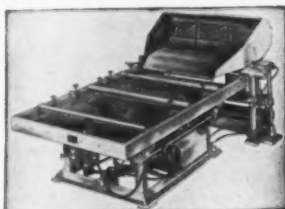
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FOREMAN — 20 years at the trade desires to make a change. Has only quality background. Journeyman dot etcher. Will consider either supervisory position or on bench as dot etcher. Address Box 985, c/o *Modern Lithography*.

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OFFSET PRESSMAN ASSISTANT; 1½ years experience 2-color Harris, 36 x 48 offset press; graduate 2-year graphic arts course specializing offset press work. Very much interested in color lithography and desire position with future. Co-operative, ambitious, willing to learn. Address Box 987, c/o *Modern Lithography*.

TECHNICAL SPECIALIST capable of assuming technical direction of progressive plant. Practical experience as photographer and platemaker plus years of research, troubleshooting and teaching. Desires position involving standardization and up-grading of methods and material and in-plant training program. Address Box 988, c/o *Modern Lithography*.

VETERAN, offset printing school graduate, desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 991, c/o *Modern Lithography*.

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Miscellaneous:

OFFSET CUTOUTS. Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. Archbold, Publisher, 1209-J S. Lake St., Los Angeles 6, Calif.

WANTED—Harris offset press Model EL 22 x 34 Cam feed, pile delivery. University Printing & Lithograph Co., 1850 Beverly Blvd., Los Angeles 4.

WANTED: Step and repeat photo-composing machine for 36" x 48" plate. State condition, price and full details. Address Box 989, c/o *Modern Lithography*.

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FOR SALE: "Glaze-Off" America's finest ink solvent. Many solvents dissolve ink but only "Glaze-Off" removes glaze as well as ink from rollers and blankets. \$1.65 per gal. \$1.50 per gal. in 5 gal. cans. FOB Hamilton. Graphic Arts Laboratories, Box 365-G, Hamilton, Ohio.

FOR SALE: Consolidated 31" and 24" Precision color cameras, like new. Also 24" A.T.F. Process camera. All complete with lenses and arc lights. Will deliver and erect. Sussin Corp., 640 West 65th St., Chicago 21, Illinois.

FOR SALE: 41 x 54 Harris GT 2-color offset press, AC motor equipment. A good press priced at a fraction of actual value. Can be released at once. Will load. Craftsmen Finance Co., East 27th & Payne Ave., Cleveland, Ohio. Phone PR. 1-6530. Department P.

FOR SALE: Graining machine Zarkin 74 x 156, less than a year old, also all switches and graining abrasive. Will sell steel flattening table, steel balls, special drier, plate racks, wiring conduit and a sacrifice. Address Box 990, c/o *Modern Lithography*.

FOR SALE: 32 x 44 Fuchs & Lang proving press; 28 x 32 proving press; 72" vacuum printing frame; Gelb double arc printing lamp (35 amps); 30 x 40

vacuum printing frame; 36" x 36" Robertson precision dark room camera with vacuum screen back mechanism. Equipment priced for quick sale. Bill Gordon, Addressing Machine & Equipment Co., 326 Broadway, N. Y. C. 7.

FOR SALE: Rutherford step and repeat machine, Jones screw type, serial number 8630. Will take 28x42 press plates. Negative holders 14"x17" and 8½"x11". In operation at present. Can be moved without dismantling. Graphic Arts Co., 434 St. Helen St., Montreal, Canada.

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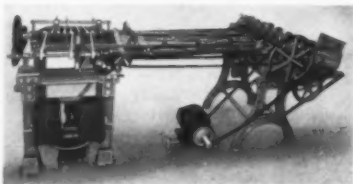
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N. Y. Honors Century Plants

The City of New York last month paid tribute to some 250 companies in its boundaries which have passed the century mark, and among them were several lithographing companies and graphic arts supply firms. A luncheon was held May 13 at the Waldorf-Astoria Hotel, and certificates were presented to company representatives. Among those honored were the following.

American Bank Note Co., Bing-

ham Bros.; Brett Lithographing Co.; R. Hoe & Co.; Charles Eneu Johnson, Inc.; Geo. H. Morrill Div., Sun Chemical Corp.; Schlegel Lithographing Corp.; and Snyder & Black, Inc.

Paul Mueller Abroad

Paul Mueller president of Mueller Color Plate Co., Milwaukee, was scheduled to leave last month for Italy to join an expedition, for the purpose of photographing religious

subjects throughout that country. Mr. Mueller is lithographic technical adviser for the project which is sponsored by a Milwaukee group. The tour was to take four or five weeks.

Alfred H. Braun Passes

Alfred H. Braun, 58, managing director of the R & R Litho Plate Co., Milwaukee, died May 12 in a Milwaukee hospital. Survivors include a son, Alfred H., Jr., owner of the business.

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Visit Kimberly-Clark Mill

A group of about 30 members of the Milwaukee printing and advertising industries recently saw firsthand how Kimberly-Clark Corp. transforms selected wood logs into enameled and coated printing papers. The group visited the Kimberly-Clark Research and Development Laboratory at Neenah, Wis., and the company's paper mill at Kimberly, Wisconsin, in guided tours April 30 as guests of Sensenbrenner Paper Co., Milwaukee paper distributors, and of the manufacturer.

Guests included Robert Campbell, Frank R. Wilke Co.; Gregg Drow, Quality Press; Carl Henschmeyer and Gil Patterson, Milprint, Inc.; Edward Trampe, W. A. Krueger Co.; Edward Brumder, North American Press; John Krautschneider and Carl Felts, Arandell Litho Corp.; Fred Merton and Anton Sorcie, Wetzels Brothers; Robert Oberwetter and Joseph Bertsche, Federal Printing Co.; Calvin Wolfe, O. L. Schillfarth & Co.

William Perrigo and Frank Trost, A. C. Schulz Lithographing Co.; Waldemar Petersen, Jens Printing Corp.; Kenneth Wolleager, Northwestern Lithographing Co.; Howard King, Harnischfeger Corp.; Jack Krischan, Line Material Co.; Van Hooper, Jr., and Robert Hooper, Ideal Publishing Co.; Richard Schneider and Joseph Giovetti, Cramer-Krasselt Co.; T. C. Vogel, Square D Co.; Fred Rasmussen, Northwestern Mutual Life Ins. Co.; and J. A. Haas, Chain Belt Co.

Accompanying the group were F. James Sensenbrenner, Frederick L. Ott and Ervin J. Bermel of the Sensenbrenner company and John S. Sensenbrenner, Neenah.

Burns Joins W. H. Brady

Glen P. Burns has just joined W. H. Brady Co. of Chippewa Falls, Wis. as advertising and sales promotion manager. His ten years of experience in advertising and sales promotion includes a position as editor of industrial publications at Allis-Chalmers and a year with the Milwaukee Journal on market research.

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TALE ENDS

TRADE rumors have it that a letterpress press builder has under construction a five-color offset press, with the five color printing units grouped around a common impression cylinder. The five blanket cylinders would thus print onto the sheet as it passed around a single impression cylinder. Readers Digest reported interested.

★

"Is Your Captive Printing Plant Paying Its Way?" is the title of a booklet issued by the Graphic Arts Trade Assn. Executives at their mid-year meeting held May 15-16 at Louisville, Ky. Companies using large amounts of printing and lithography can avoid the responsibilities, capital outlay and possible losses of a private plant by taking advantage of services offered by commercial plants.

★

With the TAGA and NALC conventions behind us, we look forward now to the LNA meeting at White Sulphur Springs, W. Va., June 10-12. The following day, Friday the 13th, while not included in the official dates, can be utilized by golfers looking for a good excuse for a high score. "How can you expect a high score on Friday the 13th?" we can hear the duffers saying.

★

An innovation at the LNA convention this year will be a tennis tournament. LNA has announced this in its bulletins, and Jim Strobbridge, Strobbridge Litho Co., is chairman of the committee. You can sign up for play after arriving at the hotel. Prizes comparable to those for golf will be awarded in men's singles, ladies' singles and mixed doubles.

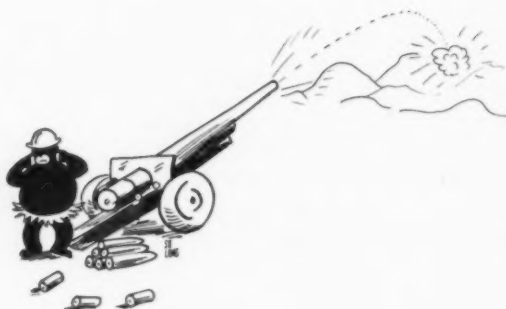
★

more than a dozen printing plants in other parts of the city.

★

Lithography, which recently had a rough time at the hands of counterfeiters and the federal secret service in Chicago, now appears to have entered politics there, too. During the recent Illinois primary campaign a candidate for re-election to the state senate branded as "spurious" a letter bearing his forged signature, which endorsed a rival candidate. The missive, on apparently official state stationery, appeared to have been reproduced by planography, he charged.

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